

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

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VOL. CLIII, No. 9

NEW YORK, NOVEMBER 27, 1930

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THE WRITTEN WORD



We take pleasure in extending to all connected, directly or indirectly, with the profession of advertising, a cordial invitation to attend

A N E X H I B I T

having to do with the art of writing—and more particularly, with the art of advertising writing. Much of the material in this exhibit is novel, and of a character never before displayed. It may be seen during November and December at the Ayer Galleries, in the Ayer Building, Washington Square, Philadelphia, daily (except Saturday afternoons and Sundays) from 10 A. M. to 4 P. M.

N. W. AYER & SON, INC.

Advertising Headquarters

WASHINGTON SQUARE • PHILADELPHIA
New York Boston Chicago San Francisco Detroit London

Your Goods on Sale ... Need ... Dealer "Talking-Up" to Sell

- ✓ ✓ Goods on the shelf branded with your name need every friendly boost your dealer can give in order to move them.
- ✓ ✓ What makes the dealer talk? What makes him friendly?
- ✓ ✓ Quality of product alone creates no enthusiasm. Quality plus sustained, sincere effort to interest the dealer's customers — to tell them why and where to buy — is the method of successful concerns.
- ✓ ✓ "Standard" advertising will reach the largest number of people near your dealers. When you give your products "Standard" support, you'll find no dealers disagreeing with you on your advertising selections.
- ✓ ✓ P. S. Dealers know there is a "Standard" cure for slow sales.

THE STANDARD FARM PAPER UNIT

NEW YORK — Wallace C. Richardson, Inc., Eastern Managers
250 Park Avenue

CHICAGO — Standard Farm Papers, Inc., Daily News Building
SAN FRANCISCO — 917 Hearst Building

Eight papers reaching 2,350,000 farm homes



AGROPOLIS—PROSPEROUS AGRICULTURAL AMERICA

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June 29,
Vol. C

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PRINTERS' INK

Registered U. S. Patent Office

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Vol. CLIII

NEW YORK, NOVEMBER 27, 1930

No. 9

Making the Same Appropriation Do More Advertising Work

When the Big Chief Says Sales Costs Are Too High, How Can
Economies in the Appropriation Be Effected?

By R. W. Livingston

SOMETIMES in days like these the board of directors tells the vice-president that sales costs are too high. The vice-president tells the sales and advertising managers. The sales manager knows that his salesmen are well trained and fully instructed. So the advertising manager, just when he wants to put on steam, is told to cut down. The agency is called in and *sometimes* it gets more actual money for real advertising.

It happened that way in one recent case. The word came down, through the usual channels from the directors' room to the advertising department. The agency executive, who was called up that afternoon, had been expecting something of the sort and was ready to meet the situation. Instead of the original plan of having a heavy axe fall on the advertising appropriation, he managed to sell a quite different idea. He sold, first, the plan of a careful analysis of the costs charged to advertising. The account was one of the sort that looked very big when the president told the sales force how much the firm was spending. But as the agent said: "We never saw in our shop one-quarter the amount he named."

Included in the advertising costs were a very extensive sampling campaign, a considerable amount of entertainment, special space in cat and dog mediums, a portion of convention costs, all the firm's gifts for charity and a number of

questionable items of even less connection than these with real advertising.

When he talked to the vice-president, the agency executive convinced him that the way to cut selling costs was to strip the decks for action, cast out doubtful policies, eliminate cat and dog mediums, and concentrate in publications of proved merit and leadership.

The sampling campaign had proved a flop. It was discontinued. An expensive and showy form of dealer help, which a check-up showed was not being used, was displaced in favor of a new plan. The advertising appropriation, as it finally was revised, left more money to be spent in magazines, newspapers, street cars and the trade press.

The new advertising was then called upon to work overtime. Fancy copy is now being made more simple.

Smaller space is to be used more often in a stronger list of mediums.

A special direct-mail campaign is to be started to take up the slack between salesmen's calls and to make up for the dropping of several salesmen whose sales, when analyzed, were found to be unprofitable.

Selling costs are going to be reduced and the agency is going to have more actual money to invest in real advertising than it had this year.

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It would appear that many a loose-jointed advertising policy could be tightened up now with profit to everybody—advertiser, agency and representatives of legitimate mediums. It is time they all worked together hard and fast to eliminate some of the fake costs now charged to advertising, to get the machine to function as a real selling force.

This subject of how to make the same money do more advertising work has been interesting the advertising lights of Great Britain for some months.

The Advertiser's Weekly of London has carried a series of articles on what advertising managers do when they are told to cut costs.

Going after the known market, cutting out wasteful practices, research to discover the sort of dealer helps which will be used, not stored in the cellar, concentration in strong mediums, better copy, are some of the courses which have been adopted.

In speaking on the latter subject, Sir Charles Higham told a gathering at Caxton Hall in London a few weeks ago, exactly what he meant by advising that copy be made more direct, less verbose.

"Write down what you know," said he. "If you have an advertisement for mouse traps to write, don't get a great German artist to design a futuristic picture, for the top of the advertisement, of a woman in a drawing room. Don't write underneath:

It had been a perfect evening.
He was adorable.
Then, suddenly, she was startled
... a mouse!
If only she had bought one of
Jones' mouse traps!

"Instead have a picture of a mouse trap with two mice in it, and the trap shut, and write underneath:

Jones' mouse traps catch mice.
Get one tonight.
They are 2 and sixpence each.
The nearest store has one."

With salesmen working overtime to cover territory formerly served by more men, with everybody working hard in every line to get the business there is for those who

track it down, the aid of advertising can be invoked to work overtime also.

There is no better way than to drag out on the dissecting table the charges that don't belong in the appropriation, the charity mediums, the wasteful displays, the lazy words and the long-winded copy.

Pithy phrases make better selling copy just now than long reams of explanatory and technical words.

The man who wants his advertising to work overtime could well start on his copy and work backward.

Shaler Company Appoints Freeze-Vogel-Crawford

The Shaler Company, Milwaukee and Waupun, Wis., has appointed Freeze-Vogel-Crawford, Inc., Milwaukee advertising agency, to direct its advertising account. The Shaler sales and advertising plan includes the inauguration of a nation-wide tire and tube repair service. In addition to the Shaler patch and beat unit for tire repairing, this company manufactures golf clubs and equipment and Shaler Rislone.

E. T. Webb Becomes Partner in Hays MacFarland Agency

Ewing T. Webb, who was for thirteen years with the J. Walter Thompson Company, Inc., where he served as copy executive in the New York and Chicago offices, has joined Hays MacFarland & Company, Chicago, advertising agency, as a partner, director and vice-president.

Nassau Account with Gunnison

The Development Board of Nassau, Bahamas, has appointed Stanley E. Gunnison, Inc., New York advertising agency, to direct its advertising account. A campaign of resort and travel advertising is planned using newspapers and magazines.

R. B. Davis Company Appoints Redfield-Coupe

The R. B. Davis Company, Hoboken, N. J., has appointed Redfield-Coupe, Inc., New York advertising agency, to direct a radio advertising campaign featuring its Davis Baking Powder.

J. C. Altrock, Advanced by Fuller Brush

J. C. Altrock, formerly sales manager of the Fuller Brush Company, Hartford, Conn., has been elected vice-president and general sales manager.



We are pleased
to announce that

FRANK D. SNIFFEN

has rejoined the Eastern Advertising Staff of Christian Herald, effective December 1st, 1930.



BUY CHRISTMAS SEALS

CHRISTIAN HERALD

Monthly

GRAHAM PATTERSON	-	-	-	Vice-President
J. PAUL MAYNARD	-	-	-	Advertising Manager

Digging Tomorrow's Profits Out of Today's Depression

How Two Manufacturers Lopped Off Deadwood and Prepared for Better Times Ahead

By Walter F. Wyman

General Sales Manager, The Carter's Ink Company

THE great danger in selling today is not in overloading customers. The good buyers just won't be overloaded and the poor buyers have long since ceased to be desirable risks, so that an overlarge order is halted by the credit man. The big danger is an excess of selling effort which does not result in sales.

Today the most favored policy of manufacturers who have faced the problem squarely is to use every effort to cause distributors to buy always in relation to investment and demand. These two factors are rightly held to be inseparable. Distributors must keep their inventories down to a sound relationship between investment and turn-over or suffer from frozen capital and obsolescence. Balanced stocks must be maintained by dealers or they must suffer the double loss of profits and the good-will of their customers.

Excessive sales pressure today bars the manufacturer from being considered in the light of a well-informed advisor. An honest, unbiased and continuous advisory service by correspondence and field representatives is precisely what the distributor needs most this year. The manufacturer who changes the form of his sales activities to investment in learning consumer trends, influencing consumers to purchase and keeping distributors posted is now reaping his just rewards.

One most excellent handling of this difficult problem is to the great credit of an Ohio manufacturer.

Quoting directly from a recent letter to retail distributors: "This letter is designed to disturb many retailers who pride themselves upon their stock control record systems. It always should be remembered that a record is past history and

that when you buy you are conducting a future transaction between yourself and a user."

This letter continues: "As part of our regular service, you were sent on February 15 an individually filled in standard inventory form which we urged you to use in connection with your sales of our products. In sending you with this letter a radically different list of items and quantities which we believe that you should consider as standard you will notice that the total quantity in dollars is 10 per cent less than we previously advocated. This 10 per cent represents the closest estimate we can make of the consumer demand which is to be expected between now and late June.

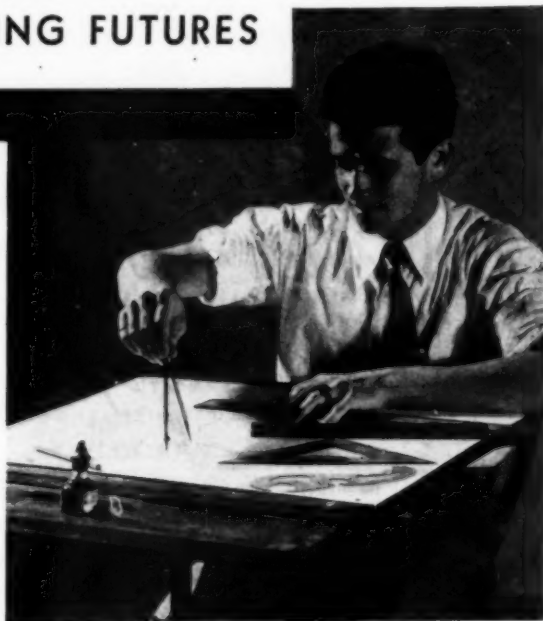
"The radical change in items is based upon our change in styles, which is in turn based upon proved change in consumer preference. If your present stock of items marked with a star is in excess of the standard quantities set, you will be relieved of surplus amounts when our representative visits you on —. These returns will be used in our foreign trade and not dumped on the domestic market to your detriment."

Depression Foreseen

Here is the first full example of what I have termed applying alchemy to depressions. For in this instance, a manufacturer had not only foreseen the possibility of depression and had introduced rigorous stock control of his own devising, but had planned to care for change in style trends without loss to himself and with added profit to his distributors.

Other manufacturers have forecast diminished consumer liking for the once termed "modernistic idea" and shifted to safer channels,

BUYING FUTURES



BURT STANLEY isn't a born architect, or a born mechanic, or a born anything. In common with most high-school boys, he hasn't felt a definite, driving urge to follow a certain career — yet.

The main thing is, the boy's ambitious; he wants to get along. He'll have a future all right — his purchasing power will probably climb steadily — and it won't be so many years before he's founding a family. He'll be "in the market" for food, clothing, a home and everything that goes with it.

When you advertise to youth now, you are literally "buying futures" — with a far greater percentage in your favor than you'd get in the stock market. You know that the youth of today is sure to be the home owner

of tomorrow; you know that goods and services will parade before him for choice — and it's worth while to make an early start with good-will. Youth is an educational opportunity — advertising an educational job.

Of the 700,000 AMERICAN BOY readers, 85% are of high-school age or older. Man-sized, man-minded, men in everything but years. A market worthy of a definite appropriation and a consistent campaign. The forward-looking advertiser never considers youth as an afterthought in making up his schedule. February forms close December 10th.

The YOUTH'S COMPANION combined with **American Boy** Founded 1827
 Detroit Michigan

J. Walter Thompson Company

Through seven strategically located offices in the United States and nineteen offices in other countries which cover Europe, North and South Africa, South America, India, Java, New Zealand and Australia, we offer advertising agency service which has demonstrated its merit for many of the world's foremost advertisers, several of whom we have served for more than twenty years.

Total population served by these offices is 1,418,000,000



NEW YORK • *Graybar Building : 420 Lexington Avenue*

CHICAGO • *410 North Michigan Avenue*

ST. LOUIS • *Arcade Building*

BOSTON • *80 Boylston Street*

CINCINNATI • *Chamber of Commerce Building*

• SAN FRANCISCO • *Russ Building*

LOS ANGELES • *Petroleum Securities Building*

★

MONTREAL • *Dominion Square Building*

TORONTO • *Canada Permanent Building*

★

LONDON • *Bush House, Aldwych, W. C. 2*

PARIS • *12 Boulevard de la Madeleine*

MADRID • *Plaza del Callao, 4*

STOCKHOLM • *Kungsgatan 39*

COPENHAGEN • *Axelborg*

BERLIN • *Unter den Linden 39*

ANTWERP • *115 Avenue de France*

WARSAW • *Czackiego 17*

★

ALEXANDRIA • *27 Rue Cherif Pacha*

PORT ELIZABETH • *South Africa • Netherlands Bank Building*

★

BUENOS AIRES • *Argentina • Avenida R. Saenz Pena, 636*

SAO PAULO • *Brazil • Praça Ramos Azevedo 16*

★

BOMBAY • *India • Shaw Wallace Building, Ballard Estate*

★

MELBOURNE • *Australia • 145 Collins Street*

SYDNEY • *Australia • Asbestos House, 65 York Street*

★

BATAVIA • *Java • Konigsplein Noord 21 Weltevreden*

WELLINGTON • *New Zealand • Hamilton Chambers Lombton Quay*

★

LATIN-AMERICAN & FAR EASTERN DIVISION

New York Office

and still others have correctly prophesied the necessity of new and lower-priced models of high-priced modernisms. Countless hundreds of manufacturers have thought of their own skins—and saved them—by style changes. But few indeed have thought of the stocks in their distributors' hands except to plot and plan ways which would prevent their return.

Between the manufacturer who continues to catalog merchandise which he knows to be obsolete so far as intelligent consumer demand is concerned, and adds similar but better and more currently styled merchandise—thus technically not withdrawing the original line from the market—and the positive action of the manufacturer quoted who insists that his dealer stocks shall contain only precisely the right quantities of exactly the items which will sell most freely, there is a distance as great as between the poles.

This Ohio manufacturer does not enjoy "splendid isolation" in intelligently and courageously facing the present-day situation. Another proof is given below—this from a Pennsylvania maker's recent announcement to his customers. In the prosperous summer of 1929, this corporation launched the finest (and highest priced) line of an article of men's wear ever offered. Its retail prices were exactly double those prevailing for other leaders in the industry.

Introducing a Brand New Line

For a few short months, sales to the trade and by the trade boomed. In common with other luxury items, the stock market crash sharply cut into its sales. The holiday sales were painfully small and heavy stocks carried over. In March, this Pennsylvania manufacturer issued this letter to the trade:

"We couldn't guess that conditions would change quickly—nor could we guess that the recovery would be as slow as it has proved. But we do know that right now you need exceptional values to crowd your stores with customers. To meet this need we shall start with full-color pages in early

April featuring a brand new line at \$7.50 and \$5.

"Please return to us by freight all items in the XB42 line before April 15th for full credit. You need not order one dollar's worth of the new line to secure this privilege of return—and if your account is in balance we will send you our check in full.

"Our salesmen will visit every customer possible before the first advertisement is published—but if you have not already received an advance card you will play safe by using the enclosed postcard to secure at once the full details of our April prize campaign and a complete set of the new display stands and trims.

"Into the styling of the new XC42 line have gone the best efforts of such internationally known designers as Bruce Fairweather, Adam Malby, Pierce DeWitt and Alexander Pritt—for we have not hesitated to supplement our own experts' creations with the best the rest of the world could offer. You—and millions of consumers—will note the rich black and silver and white and silver tones. These will be the vogue not only this summer but even more markedly the style colors for the holidays.

"Don't overbuy—but be sure to follow the chart our salesman will explain to you or which will be sent free at your request. Ten thousand men accustomed to pay for the best can't be wrong—and we've personally interviewed more than that number to learn their up-to-date preferences."

This letter won good-will where ill-will was brewing. The returns were staggeringly heavy—but in every case they removed an obsolete item that would otherwise have barred sales of a line far different in appearance and price level.

The real feature was not the encouragement of returns—for *without the new and radically changed line this would have been a mistake for both dealer and maker.*

The real feature was a wonderfully styled line at a price as amazingly low for the designs and materials as the other line had been amazingly high in retail price.

Note particularly that the deal-

Only

10 cities in the United States
have newspapers with as large
a daily circulation as

The Des Moines Register and Tribune

244,161 October Net Paid Daily Average •



New York, Boston, Chicago, Detroit, Cleve-
land, Philadelphia, Baltimore, Kansas City,
Pittsburgh, St. Louis and Des Moines.

ers' discounts were not cut, and that no new quantity schedules were involved. For many makers recently have made the twin mistakes of pricing their leading lines without due regard to dealers' needs and increasing the quantities required for maximum discounts to a point beyond the dealers' ideas of present-day needs.

It cannot be soundly disputed that in many industries a condition exists among distributors both wholesale and retail which is perfect panic material. The individual distributor knows that he is experiencing decreased sales and that when he has believed those who predict an immediate return to prosperity he has been roundly deceived. A sufficient number of months have passed slowly on for him to have exchanged facts with other distributors. He has found them in the same boat—a mighty leaky craft. The question in his mind is the date of the sinking and his only hope is that a little more soaking of the timbers will swell them sufficiently to close the gaping seams and make baling a worth-while type of effort.

The marketing alchemist's job is by no means a sinecure. He cannot be other than openly honest and entirely fair.

His first task is to arrive quickly at a meeting of minds—which means joining with the distributor in a clean-cut statement of the problem and the reasons for the existence of the problem. This naturally leads to discussion of the real problem: "What are we going to do about it?"

Ordinarily, the answer is in two parts. The first is to make sure that deadwood is eliminated without lopping off limbs that are due to bear their full quota of fruit. The second step is to win over Mr., Mrs., Miss and Master Consumer.

The marketing alchemist who can remove loss causes, simultaneously with the attuning of the distributor to the up-to-the-minute preferences of the consumer, can transmute the lead of depression into the gold of pleasingly great net profits.

In this country today there are unquestionably many sales executives who are barred from becoming "alchemists of depression" because of the pressure which the management officials of their enterprises are bringing upon them—and not unnaturally. Management, for its own self-justification, must regard net profits as the test of efficient business administration. If it accepted, offhand, all the alibis of sales executives it would be a miracle if suitable dividends ever came into existence.

But it is a function of management to determine between the real and the visionary obstacles between product and profit. Those two drab words—Good-Will—with many, many manufacturers must replace "Increased Net Profits" so far as 1930 is in question.

It is entirely conceivable that fighting the good fight for good-will in 1930 is the surest way to increased net profits in future years.

L. T. Piper with Dunham, Younggreen, Lesan

Linn T. Piper, recently vice-president of the Shuman-Haws Advertising Company, Chicago, has joined the staff of The Dunham, Younggreen, Lesan Company, of that city, as an account executive. He had previously been president of the Copeland Refrigeration Company of Chicago, distributor for Copeland Products, Inc., and at one time was general sales manager of the by-products division of Armour & Company.

D. A. Ruebel Heads St. Louis Office for Chicago Agency

Daniel A. Ruebel has become associated with the Matteson-Fogarty-Jordan Company, Chicago advertising agency, for which he will open a St. Louis office. Mr. Ruebel recently resigned from the Chappelow Advertising Company, with which he was associated as vice-president for eleven years. The St. Louis office of the Matteson-Fogarty-Jordan Company will be located at 1511 Telephone Building.

W. W. Neal with Gottschaldt-Humphrey

William W. Neal, formerly copy chief of James A. Greene & Company, Atlanta advertising agency, and at one time with the advertising department of the Southern Bell Telephone & Telegraph Company, has joined the copy staff of Gottschaldt-Humphrey, Inc., advertising agency, also of Atlanta.



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Left—Corner in the Kiel Furniture Co. plant, makers of tables exclusively.

Below—A view in the plant of the Northwestern Furniture Co., one of the largest manufacturers of office furniture.



Wood Workers Make \$17,000,000 Yearly

WORLD markets pay more than \$60,000,000 each year for Milwaukee made toys, furniture, baby carriages and other wood products. One hundred and eleven factories employ 11,200 Milwaukee wood workers at an annual wage of more than \$17,000,000.

This wage, however, is only a small part of Milwaukee's \$200,000,000 annual industrial payroll—a vast income of remarkable stability because Milwaukee is the best balanced, most diversified industrial city in America. The 1930 census showed that only 2.4% of Milwaukee's population was unemployed.

Advertising in Milwaukee reaches people with steady incomes—and in The Journal it reaches more than four out of five Milwaukee families at one low cost.

THE MILWAUKEE JOURNAL

W FIRST BY MERIT W

IRWIN MAIER . . . Advertising Manager

Whether she "BEATS THE WHITE OF



or "opens can, heats and of 12,0
serves," the modern contrib
housewife is heir to a section
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kitchen her servant rather and di
than her master.

To this new freedom and This s
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contribute. It conducts in part
yearly Cooking School Daily
which 80,000 women many
attend. A laboratory and more s
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A daily column on cook-
ing by its own expert. And
now (with the assistance

ITE OF A DOZEN EGGS" ..

zats and of 12,000 housewives who
modern contributed to its recipe
to affection) it issues in Chi-
de the cago a modern cook book
t rather and dietary guide.

This service program for
the home and this close
association with the Chi-
cago homemaker explain
in part why The Chicago
Daily News has been for
many years, and is even
more so today, Chicago's
leading food advertising
medium



EDITORS:

Mrs. Edith G. Shuck, home economics expert, and Dr. Herman N. Bundesen health editor of The Chicago Daily News.

CONTENTS:

368 pages, 13 full color illustrations; 1,770 recipes; 336 menus; food value and cooking charts; shopping directions and dietary guide.

PURPOSE:

To aid the modern urban housewife to build a healthful menu at an average cost of \$4 per person per week.

PRICE \$1.00

By mail \$1.10 postpaid

THE CHICAGO DAILY NEWS

CHICAGO'S HOME NEWSPAPER

Advertising Representatives

CHICAGO
Home Office
Daily News Plaza
Tel. Desborn 1111

NEW YORK
John B. Woodward, Inc.
110 E. 42d St.
Tel. Ashland 2770

DETROIT
Joseph R. Scularo
3-241 General
Motors Bldg.
Tel. Empire 7810

SAN FRANCISCO
C. Geo. Krogness
303 Crocker Bldg.
Nat'l Bank Bldg.
Tel. Douglas 7892

ATLANTA
A. D. Grant
711-712 Glenn Bldg.
Tel. Walnut 8802

Member of The 100,000 Group of American Cities



INDIANAPOLIS

—gateway to a rich market

With Indianapolis as the center, describe upon the fertile central Indiana plain, an irregular circle approximately 140 miles in diameter. This is the Indianapolis Radius. In it live nearly 2,000,000 Hoosiers . . . progressive, advertising-minded consumers with high living standards. A compact market unified by unexcelled transportation facilities . . . easy to sell because it has confidence in and habitually responds to one favorite newspaper . . . The News. In the Indianapolis Radius, advertising costs are lower and profit margins higher, because *The News . . . ALONE . . . Does the Job!*



The
INDIANAPOLIS NEWS
calls **The Indianapolis Radius**

New York:
DAN A. CARROLL
110 East 42nd St.

DON BRIDGE, Advertising Director

Chicago:
J. E. LUTZ
Lake Michigan Bldg.

Should Manufacturers Mention Price in Consumer Advertising?

How Some Prominent Advertisers Have Answered That Question and How They Arrived at Their Conclusions

By E. B. Weiss

LOOKING through issues of **PRINTERS' INK** as far back as 1907, one finds frequent discussions of the pros and cons of displaying prices in manufacturers' consumer advertising. In 1921, when industrial conditions resembled those of today, it was debated most ener-

Publication	Number full page ads	Number that mention price
A.	44	22
B.	74	23
C.	61	20

In view of this inability to answer the question with a "yes" or a "no," the best that can be done

is to present the views and experiences of advertisers in widely varied fields. It is then up to each manufacturer to weigh these reports in the light of his own particular problem, bearing in mind that such influences as nature of the product, market conditions, plant location, relations with distributors

and freight rate differentials must all receive due consideration.

What **PRINTERS' INK** has done is to ask a diversified and representative list of advertisers to reply to these five questions:

1. Do you display prices in your current advertising to consumers?
2. Has your policy in this regard undergone any change in recent months?
3. If you display prices in consumer advertising, explain briefly why you feel this to be a sound policy. If you omit prices, please explain why.
4. Have you found that the policy of featuring prices in consumer advertising by manufacturers encourages price-cutting by retailers?
5. Do you find any retail opposition to the policy of price advertising by manufacturers?

The purpose of this article is to collate and analyze the answers to

PATRONS ARE REQUESTED TO FURNISH THE COMPANY BY CHECKING AND INDICATING CONCERNING THE SERVICE

<p>Circle of Service</p> <p>This is a follow-up card to be filled out by the advertiser. It should be returned to the company with the advertisement or with the order for a new advertisement.</p>	<h2 style="margin: 0;">WESTERN UNION</h2>	<p>Service</p> <p>Circle the number of the service desired:</p> <p>1. Day Service</p> <p>2. Night Service</p> <p>3. Day and Night Service</p> <p>4. Day and Night Service with Delivery</p> <p>5. Day and Night Service with Delivery and Installation</p>
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Received at 6 East 26th Street, New York

HE 43 22 DL-ND DETROIT MICH 3 921A NOV 3 AM 9 56

PRINTERS INK PUBLICATIONS

185 MADISON AVE.

PLEASE SEND SPECIAL DELIVERY REFERENCES ON ADVISABILITY OF SHOWING PRICE OF RADIOS WASHING MACHINES OIL BURNERS ETC IN MAGAZINE AND NEWSPAPER ADVERTISING

BROOKS SMITH & FRENCH INC.

getically. Yet, despite its age, here it is again, a topic of timely importance and one on which a division of opinion exists that seems to be as sharp and as marked as that in evidence at any time during advertising's history.

Well, what is the answer? Should manufacturers mention price in their consumer advertising?

It would be perfectly fine were it possible to answer that question definitely, specifically and finally. Unfortunately it can't be done. As with most problems of advertising, so with this—there is no rule that can be laid down for all to follow.

The very lack of unanimity among advertisers is proof that the question admits of no rule-of-thumb solution. A quick examination, for example, of current issues of three periodicals discloses the following results:

these questions made by the following advertisers:

American Radiator Company
Warren Telechron Company
The Scranton Lace Company
The Premier Vacuum Cleaner Company
Landers, Frary & Clark
Electrolux Refrigerator Sales, Inc.
The Armstrong Electric and Manufacturing Corp.
Hurley Machine Company
S. Karpen & Bros.
Towle Manufacturing Co.
Story & Clark Radio Corp.
Manning, Bowman & Co.
Armstrong Cork Company
Thomas A. Edison, Inc.
M. J. Whittall Associates, Ltd.
Standard Gas Equipment Corp.
The Miller Company
North Star Woolen Mill Co.
Chatham Manufacturing Co.
White Sewing Machine Co.
Atwater Kent Manufacturing Co.
Holland Furnace Company
Voss Bros. Mfg. Co.

Question number one: Do you display prices in your current advertising to consumers?

Answered with a definite "yes" by American Radiator, Warren Telechron, Scranton Lace, Premier Vacuum Cleaner, Electrolux, Armstrong Electric, Hurley Machine, S. Karpen, Towle Manufacturing Co., Manning, Bowman and Story & Clark Radio Corp.

Answered with an equally definite "no" by: Whittall (rugs), Thomas A. Edison, Inc., Standard Gas Equipment Corp. (stoves), Miller Company (lamps), North Star Woolen Mills (blankets).

Answered with exceptions: Chatham Manufacturing Co., which displays only the price range of its blankets, for example, "prices from \$6 to \$18." Atwater Kent, which displays prices only in its newspaper advertising. A prominent silverware company, which "carries a consumer price when the goods illustrated can be clearly priced." Holland Furnace: "We very seldom advertise price in any of our national advertising. We have, during August and September, featured a price of \$185 for a Holland

Vaporaire System." A vacuum cleaner company: "It is not our present policy to include the prices of our various products. We show only the down payment required, plus the fact that the remaining payments are made on a monthly basis."

An examination of advertising in current periodicals discloses, in addition to the advertisers mentioned, that:

Holmes & Edwards display teaspoons at \$3.75 for six. The A. C. Gilbert Company features prices in connection with its Polar Cub electric beater and the Sun-Kist Junior Electric juice extractor. The Imperial Furniture Company mentions prices for every piece of furniture referred to in the advertisement examined, including tables, desks, tables and consoles.

The General Motors Radio Corporation features prices in the following manner: Beneath an illustration of an Italian highboy there is a caption reading: "The late Italian highboy is shown above; a handsome model with full serpentine front, \$172. At the right is illustrated the impressive Georgian radio phonograph, a splendid instrument—\$270. Other models at \$136, \$152 and \$198. All prices are without tubes." The Birtman Electric Company, maker of washing machines, electric irons and vacuum cleaners, features all three products in one advertisement and displays prices for each.

On the other side of the fence, these same periodicals disclose that:

The Waters-Genter Company, maker of automatic waffle irons, does not display price. Westinghouse radio sets were not priced in the advertisement examined. No price was given for the General Electric refrigerator—price being handled with a line reading: "You can afford the economical General Electric refrigerator—at a cost of but a few cents a day." George Royle & Co., Dolly Madison bedspreads, omit price references.

The prices of Griswold kitchenware were not mentioned. The Conover Company, maker of the Conover electric dishwasher, had

nothing to say regarding price. No price was given for the Westinghouse electric range. Congoleum-Nairn gave no prices in an advertisement featuring three linoleum patterns. And the Estate Stove Company had not a word to say about price.

There you have a cross section of current price advertising practices. The question now arises: Do these policies, as evidenced by present advertising, represent any changes of procedure? Or, as PRINTERS' INK put it:

Question number two: Has your policy in this regard undergone any change in recent months?

To that query a concrete "no" was received from all the advertisers mentioned in the list on page 18, with the following exceptions:

Premier Vacuum, who said: "We are featuring prices more prominently than we did at one time." S. Karpen, who said: "The policy of quoting resale prices in our advertising went into effect May, 1929." Voss Bros. Mfg. Co., who said: "We have not in the past featured a price in national advertising but our 1931 national program, which begins in February, will have price displayed in a big way."

And finally, Holland Furnace, which said: "Although we very seldom advertise price in any of our national advertising, we did (as already mentioned) feature a price of \$185 for a specific model during August and September."

There is one point that stands out in this summary of the replies to question number two. This is that *not a single manufacturer who had mentioned price in his advertising in previous years has made any change this year.* All the changes, by those who replied to our question, were made by manufacturers who had not made a practice of displaying price.

And so we come to *question number three: If you display prices in consumer advertising, explain briefly why you feel this to be a sound policy. If you omit prices, please explain why.*

Those who display prices explain their policy in this way:

Premier Vacuum Cleaner: "We are featuring prices more prominently than we did at one time, as certain of our models are now sold at an extremely attractive price. It appears to be good business for us to show the prices of our merchandise when they compare so favorably with those of other manufacturers."

Featuring a Price Range

S. Karpen & Bros: "We do not attempt to establish the retail prices on all Karpen products, but only on a few selected items which are offered by us and purchased by our distributors for specific merchandising events. The policy of pricing such pieces in our advertising to consumers was adopted because we felt the necessity of informing the public on the range of prices at which furniture of Karpen standard was available to offset the impression that furniture of high quality was out of reach for the average buyer. This was especially necessary in view of retail advertising which was making no distinction in furniture values except in the matter of price."

Scranton Lace Co: "Our idea is that any advertising story is not complete when price information is omitted. We try to make all our advertising copy do a very definite selling job, and naturally, the consumer's immediate reaction is: 'How much does it cost?'"

Electrolux Refrigerator: "Our advertising is built to appeal particularly to those people who have been sold the idea of automatic refrigeration and who are on the verge of making their selection. It naturally follows that the people we aim to reach are interested in prices."

A radio manufacturer: "We believe that, in a highly competitive business, a manufacturer with a reputation extending over a long period of years for quality of products will find it more desirable to state prices openly, even though the prices may be a few dollars higher than those of competing manufacturers."

Hurley Machine Co.: "We feel that if prices were omitted from

our advertising. Thor appliances would be classed in the public's mind with the higher-priced competitive machines."

Manning, Bowman: "We include prices to cover those places in which we do not have a dealer, telling the consumer that a check from him will secure any appliance illustrated in our advertising. Secondly, we include these prices in the hope that if we have created any consumer interest, the consumer will have some definite information concerning the cost of the product in question."

A silverware manufacturer: "We feel that to have a retail price shown with the illustration is, generally speaking, of considerable advantage. Most of us, when we read an advertisement featuring an article in which we are interested, immediately want to know the approximate price and to have this information given at that specific time gives advertising more of a chance to sell merchandise through the dealer than would otherwise be the case."

Featuring Price on New Model

Voss Bros. Mfg. Co.: "We did not feature price in our national advertising in the past owing to the fact that we were grouped with approximately twenty other manufacturers whose products were selling at practically the same price. For 1931, however, we are introducing a new model which will be very low in price and its price will be featured in a big way. We feel that with this machine we will have a price advantage and, under this condition, we feel that there is no stronger selling copy than the price itself."

American Radiator: "We adopted the policy of featuring an approximate price for our equipment because we learned that most home owners had an altogether erroneous idea of what the cost of our equipment would be. The current opinion, as we found it upon investigation among home owners, was that the cost to them would be just about twice as much as the actual cost."

Some equally sound reasons are

advanced by those who do not display prices in consumer advertising. For example:

Thomas A. Edison, Inc.: "Our Edicraft Division manufactures and markets a rather high-priced line of electrical household appliances. In our consumer advertising, up to this time, we have not mentioned prices—with few exceptions. We would rather create enough interest in the mind of the prospect to cause him to go to the store of the dealer and look at the appliances before he learns their prices. We feel that the appliances which we produce are of a quality and performance superiority that will justify their cost, but this is much better accomplished when the appliance is in the prospect's hand than by means of a publication advertisement."

Standard Gas Equipment Corp.: "Our ranges and other equipment are sold largely by public utilities and kitchen equipment houses. They have a widely varying mark-up so we have not found it possible to put any list prices on our products."

North Star Woolen Mill: "Our merchandise (North Star woolen blankets) is carried by retail stores throughout the country. We have found that different classes of stores and different sections of the country use a variety of mark-up percentages. To advertise the retail price nationally would interfere with the stores' privilege to use their customary mark-up."

Atwater Kent: "The production time necessary for periodical and poster advertising prevents our taking the chance of a price change during the time these advertisements are being prepared."

A vacuum cleaner manufacturer: "For many years we proceeded on the basis that inasmuch as our product was high in unit cost, the quoting of retail prices discouraged inquiries and demonstrations. We found, however, that there was a general belief that our product was higher in price than it really was, so for about three years we included the retail price. About a year ago we decided to go back to our previous practice of featuring

Tire Tendencies this time . . .

If you have tires to sell and tribulations in selling them, there's a golden rainbow ahead of you in 1931 . . . and the pot of gold is buried in New York! New tires for the car is in the program for thousands of Gotham's motorists next year!

New York's newspaper field offers no better merchandising weapon than the Evening Journal . . . a sales builder that has been successfully used in the promotion of a widely diversified range of products. The Boone Man knows the automotive situation in New York today and has very sound ideas for developing additional tire business in 1931. He knows the economic factors and market idiosyncrasies that govern tire sales in New York. And his recommendation of the Evening Journal will be based on salient facts gleaned from a wealth of experience in the New York Market. "Call him in."

New York Evening Journal

MAIN OFFICE: 9 EAST 40th ST., NEW YORK CITY

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION
NEW YORK, International Magazine Building . . . ROCHESTER, Temple Building
CHICAGO, Hearst Bldg. . . PHILADELPHIA, Fidelity Philadelphia Trust Bldg.
DETROIT, General Motors Building . . . BOSTON, 5 Winthrop Square
PACIFIC COAST REPRESENTATIVE, H. H. Conger, 5 Third St., San Francisco

NEW TIRES FOR OLD



There are some smart tire manufacturers who will adopt that hawkers' cry for a 1931 rallying call. Then, if they are wanting the data on which to make the slogan live—they'll call in the Boone Man.

He is thinking tires in his many markets now. Thinking how more can be sold six months from now, and that



kind of thinking is worth your knowing about.

New York, Washington, Baltimore, and Albany—the Boone Man is awake to the tire needs of these cities, and all his many great markets. If 1931 tire sales are your problem — the Boone Man may be part of your answer.

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION

CHICAGO
Hearst Bldg.

NEW YORK CITY
International Magazine Bldg.
57th Street at 8th Avenue

DETROIT
General Motors Bldg.

BOSTON
5 Winthrop Square

PHILADELPHIA
Fidelity Philadelphia Trust Bldg.

ROCHESTER, N. Y.
Temple Bldg.

New York Journal
Boston American
Albany Times-Union
Rochester Journal
Syracuse Journal

Evening

Chicago American
Detroit Times
Baltimore News
Washington Times
Omaha Bee-News

Boston Advertiser
Albany Times-Union
Rochester American

Sunday

Detroit Times
Baltimore American
Syracuse American

Omaha Bee-News

BASED ON SERVICE

Not Even Standing Room at This Party

The "Experience" column of The Detroit News is a Detroit institution. The lonesome, the needy and those who find life a weary struggle have written to Nancy Brown, editor of the column, for sympathy and solace for years. On the suggestion of some regular contributors a party was to be held at the Detroit Institute of Arts. It was thought some 200 might attend. Before the evening of November 14 drew near 3,000 indicated their intention to be present. When the hour of 8:30 struck 30,000 struggled to get into the Institute. Reader interest, yes! More than that, this incident showed the deep regard with which The Detroit News is held in its community. The event becomes a more amazing tribute when one considers that no inducements to attend this party were offered by The Detroit News. There was no ballyhoo, no souvenirs—nothing but the interest of News readers!



The Detroit News

THE HOME NEWSPAPER

I. A. Klein, Inc., New York

J. E. Lutz, Chicago

Member 100,000 Group of American Cities

easy payments, for the reason that we again came to the conclusion that the total price was not a large factor, in view of our monthly payment plan, and that the total price was a disadvantage for the two reasons just given."

Holland Furnace Company: "We very seldom advertise price in any of our national advertising. As our product involves installation expense, we cannot state a definite price until the installation costs of each individual installation are figured."

"Most of our advertising is built with the idea of creating values for Holland products, and by building up a certain pride of ownership the question of price is not of particular importance. In purchasing a product, such as a heating plant, we find that purchasers usually are in the market for a year or two before the definite purchase is made; and the creation of values for a product where such a length of time is spent before a decision is made usually receives a greater response from the buyer than the price appeal."

"It is our opinion that the price appeal can be very successfully used after the manufacturer has built up values for his product over a period of years and then wishes to capitalize on the immediate market. A definite price, at such a time, will often find a quick response to the advertising and break down the false opinions often created for quality products of high prices."

"With this reasoning in mind, we featured (as already mentioned) a price of \$185 for a Holland Vaporaire System during August and September. Our branch managers advise us that most of the inquiries they received were from prospects who had expressed a hope of owning a Holland system, but who were hesitant about making their wants known because they believed that the price of such a quality product was beyond their purchasing power."

There you have the principal arguments, pro and con, on this highly controversial subject of displaying prices in national advertis-

ing. There undoubtedly are other reasons supporting one stand or the other, but these are the most commonly advanced points.

Of those factors not covered in this quick resumé, the two most frequently brought up by those who do not believe in displaying prices in consumer advertising are at the bottom of questions number four and five.

Question number four: Have you found that the policy of featuring prices in consumer advertising by manufacturers encourages price-cutting by retailers?

With but one exception, every manufacturer who answered this question—and it was replied to by every advertiser who voted in favor of displaying prices—was certain (one or two were only quite certain) that the practice of mentioning prices in consumer advertising did not encourage price-cutting. The lone exception—a prominent radio manufacturer—said:

"We have never investigated the effect the policy of featuring prices in consumer advertising has in the direction of encouraging price-cutting by retailers. However, we have always felt, and we know that it is a general fact, that price-cutters prey upon the reputation of well-known manufacturers. In other words, the manufacturer who features prices is naturally wide open to the attack of price-cutters and those who use a reputable product as bait merely to attract customers to the store so that they may be sold something 'just as good.'"

"Even so, we feel that our policy of quoting our list prices is an advantage to us, because of the reputation we have succeeded in building, through manufacturing products of known value and because of the public acceptance we have earned in view of our policy to stand squarely in back of our merchandise."

As for question number five: Do you find any retail opposition to the policy of price advertising by manufacturers? most of the answers were just as emphatically in the negative as those to question number four. Several manufac-

turers, however, qualified their statements with such remarks as:

American Radiator: "While there was a certain opposition to our policy of price advertising in the beginning, this no longer obtains."

S. Karpen & Bro.: "There has been practically no opposition to this policy on the part of our distributors, as they consider it a protection in the resale of advertised pieces, and there has been little or no deviation from the prices thus established. Our distributors understand that we are not attempting to fix the retail prices on our general lines or to control their mark-up."

Premier Vacuum Cleaner Co.: "Our retail outlets do not oppose our policy of showing prices in our advertisements. Many of them encourage it. There seems to be a great deal more encouragement than opposition."

Voss Bros. Mfg. Co.: "We do get some opposition from dealers

when we advertise retail prices, and while it actually amounts to little, we really believe that the retail merchant, for the most part, would rather not have the price of the product nationally advertised."

And there you have the salient features of this debatable question: to mention or not to mention price in manufacturers' consumer advertising.

As was stated at the beginning of this article, it is a question that has troubled advertisers for years and it seems scarcely less difficult to answer today than it did in advertising's dim and distant past. As I also mentioned previously, decisions in individual cases can be determined only by thorough consideration of individual problems. However, checking these individual problems with the specific experiences recounted in this summary of present-day practices ought to make for an easier solution.

22 More Advertisers Report Earnings

IN the November 13 issue of PRINTERS' INK, on page 10, was published a table showing the published earnings of 112 advertisers for the first nine months of 1930. Since this table was published,

twenty-five more advertisers have reported their earnings for the same period.

The figures given are net profits after all charges, including taxes, unless otherwise designated.

Company	1929	1930
Ainsworth Mfg. Company	\$991,030	\$326,524
Airway Electric Appliance Company	1,255,210	457,096
Allegheny Steel Company		1,494,145
American Commercial Alcohol Corporation	925,464	70,186
American Rolling Mill Company		1,962,905
American Safety Razor Corp.	1,088,042	1,095,618
Bendix Aviation Corporation	6,893,000	1,667,334
Budd Mfg. Company, Edward G.		315,750
Charis Corporation	426,956	458,808
Chrysler Corp.	24,730,419	2,492,747
Coty, Inc.	3,628,313	1,325,421
Curtiss-Wright Corporation		d7,159,255
International Nickel Company of Canada, Ltd.	16,865,753	9,897,836
Louisiana Oil Refining Corporation	*1,526,887	*77,188
Park & Tilford, Inc.	*929,764	154,945
Pet Milk Company	628,374	800,560
Raybestos-Manhattan, Inc.	3,108,919	951,976
Republic Steel Corporation		d97,268
Ritter Dental Mfg. Company	1,004,506	636,159
Rudd Mfg. Company	445,946	279,099
Standard Oil Company of California	34,375,480	30,435,563
White Sewing Machine Corp.	481,316	d274,664

*Before certain charges.

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492,747
325,421
159,255
897,836
77,188
154,945
800,560
251,976
191,268
536,159
279,099
435,561
274,664

In Times Like These—

In times like those which now perplex us the first to get back on solid ground will be those who most quickly revert to sales and advertising fundamentals. The inertia into which too much and too easy success has drawn many sales organizations must be replaced by action, unhamp-ered by "scientific" hocus pocus devised by men with too much time on their hands. The simple and direct sales attack characteristic of businesses grimly fighting their way to the top is needed now to keep them there.

To attack an objective effectively it must be known thoroughly. Markets form the objective of sales cam-paigns. The true science of selling, both directly and through advertising, requires first a thorough and accurate knowledge of markets and second an attack on those markets based on that knowledge.

In the Chicago market the Chicago Evening American is equipped to supply both an exceptional picture of the market and unrivalled assistance in building an effective plan of attack upon it. The recent completion of a new study, containing vital information not available through any other source, adds tremendously to the importance of the assistance Chicago's largest evening newspaper can give manufacturers seeking business in America's second largest market.

Ask the Boone Man to acquaint you with the nature and value of "The Buying Power of Chicago."

CHICAGO EVENING AMERICAN

a *good* newspaper now in its TENTH
YEAR of circulation leadership in
Chicago's evening field



National Representatives: RODNEY E. BOONE ORGANIZATION

Making Capital of the Open Display Trend

IN several retail fields, merchants are showing a decided tendency toward use of open counter displays. It is an interesting development—this movement back to a merchandising practice of another day.

As might be expected, a merchandising movement of this sort affords opportunities for manufacturers, who are alert to the trend, to make a tie-up that will redound to their advantage and that of their distributors. The Wooster Brush Company is making just such a tie-up.

W. R. Foss, manager of sales promotion, tells the story in this way:

"The open table display has so far proved to be the most effective means of selling more brushes at retail. Naturally, we wanted to make it just as easy as possible for our dealers to display Wooster brushes in this manner. What is more, it was essential that any plan we worked out should be inexpensive to ourselves and to our dealers.

"We had done considerable work urging dealers to place our brushes on one of the standard open table or ledge displays. Many did this, but others did not want to go to the expense of glass partitions, etc.

"It then occurred to us that a box, all ready for making an open display, would undoubtedly result in more of our products being merchandised in this manner. We therefore designed a carton which is so made that it is necessary only to remove the lid and place the box on a counter or ledge, marking in the price per brush and the display is made.

"While the box itself is not an elaborate idea, yet it has all the prin-

ciples of open display embodied in it and, of course, the expense to us is small and to the dealer nothing at all.

"We are merchandising our new packing in our business-paper advertising and our salesmen are also calling attention to it. It has been accepted with considerable favor by jobbers and retailers. In fact, for as simple a thing as it is, the interest it has developed is quite remarkable.

"Perhaps one of the biggest advantages we hope to gain by the Sell-A-Brush packaging is that of getting more dealers to confine their purchases of paint brushes to our line. One of the troubles of our industry lies in the fact that dealers buy so many different brands of brushes. In fact, it has almost been a case of the dealer buying brushes from the first salesman who happened to call on him when he was actually in need of brushes. Our new package, in conjunction with other merchandising plans that we have developed, is helping us to get dealers to concentrate their purchases."



*One of the Wooster
Sell-A-Brush Open
Display Boxes*

This is another day

THERE was a time when printing was just printing. Except for the few who really knew something about types and letter-press, people were not choosy.

In recent years this has all been changed. Today the man in the street and the lady of the house are both keenly alive to the difference between the good and the not-so-good, in printing as in all else, and they react accordingly.

We would be glad to review some of your printed pieces and to make any suggestions for their betterment that may be in order.

Charles Francis Press

PRINTING CRAFTS BUILDING

461 Eighth Avenue, New York

Your advertising dollar now buys 14% more in the Oklahoma City Market

Today the Oklahoman and Times are reaching 14% more buying units than a year ago. Their circulation increased 23,827 from September 30, 1929 to September 30, 1930. Seventy-seven percent of this gain was made in Oklahoma City and its immediate suburbs.

In the same period, the Oklahoman-Times milline rate has dropped from \$2.32 to \$2.04. The advertising dollar of 1929 is now worth \$1.14 in this market.



The Oklahoma City Market has been, and still is, one of the nation's few sales territories where favorable sales opportunities exist. Sales volumes in nearly every line of business are ahead of last year. People have money to spend and they're spending it. And what's more, they have more to spend than ever before. The per capita spendable income of Oklahoma County this year, according to the Sales Management Year Book, is 14% greater than last.

The most persuasive sales stimulus in this market is Oklahoman-Times advertising.

*An adequate schedule in these papers will influence sales for
YOUR product or service . . . at a low milline cost of \$2.04.*

**THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES**

THE OKLAHOMA FARMER-STOCKMAN

National Representative E. KATZ Special Advertising Agency

Seven months of intensive field work and three months of careful tabulation went into the preparation of the Emerson B. Knight, Inc. consumer study of Detroit and area.

The Detroit Times now places this tremendous fund of accurate knowledge at your disposal.

"THE TREND IS TO THE TIMES"

Represented Nationally by the RODNEY E. BOONE ORGANIZATION

Old Clothes

They Won't Last Forever and Consumers Won't Go Naked

TEN years ago the chairman of our board made a speech before one thousand members of one of our great industries. Ten years ago was the gutter of the 1920-1921 depression.

Our chairman had some reputation as a young man who believed in things, and was thrown into the program as a cheering influence, like the quartet at a funeral.

The speech didn't click. It was received with gloomy tolerance. A wan smile now and then was the best he could evoke. That composite face, which is all an orator can see, could not express more than a kindly sadness. "This youth means well," was the unspoken thought, "but the poor fellow doesn't understand. He doesn't appreciate that the country is wrecked at last. There is no more money. The national debt is awful. Foreign markets are gone for good. The Dark Ages have come back."

Then these thousand broken men went back to their several factories and plunged into ten years of the most gorgeous business the world has ever known.

The other day our chairman stood up before the same group of men and once more explained why he believed in the fundamental soundness of American business and in the bigness of its future. No doubt the speech will be dug out of the files and delivered for a third time in 1940.

During a temporary recession of business, a strange miasma of poisonous misinformation is in the air. It works back from retailer through salesmen to management. A dealer is always gloomy, anyway—that is part of his method for chiseling the price. It is a curious fact that a merchant who is hopelessly overstocked on Monday, and on the verge of collapse, finds on Tuesday that he may be able to handle a carload at the reduced

price which has been arranged overnight by long distance.

It is important, in our business, to know what is actually going on. Hundreds of our people are out in the field a good deal of the time, talking to merchants and consumers and collecting facts.

For example, an officer of our company recently talked with the presidents of large retail stores in different sections of the country. Here are some of the significant bits of information he collected:

One big store has \$190,000 less stock than a year ago. Several of the buyers have just returned from New York and report a dangerous shortage of good merchandise available for immediate shipment. The president said: "I am worried. I fear we have missed the boat. It is going to be a scramble to get Christmas merchandise."

Sheets and Handbags

Another store put on a sale of handbags. The stock on hand was quickly exhausted and they wired for more. Never before have they failed to get all the bags they wanted by express next day. The maker wired that he would have to make up the bags and it would take from three weeks to a month to make delivery.

The president of a third store said: "Today we cannot get common ordinary cotton sheets for immediate delivery, a condition which has never before existed in the retail business. Cotton sheets have always before been a drug on the market."

A prominent merchant of men's clothing said that quite a lot of distress merchandise had been dumped during the year, but that, now, up-to-the-minute style merchandise was hard to get for prompt shipment and was going to be harder.

One of the important New York department stores held the biggest summer fur sale in its history last August. It bought sparingly for summer in general merchandise,

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went back for more, couldn't get any, and had to get in fall goods early, in order to have anything to sell.

One of the best-informed sales managers in the automotive industry has been making a careful survey of the prospective requirements in his territory and has discovered to his alarm that there promises to be a rumpus in January to get cars.

In the October 23 issue of **PRINTERS' INK**, P. H. Erbes, Jr., had a pleasant satire suggesting that consumers may have to co-operate to advertise to retailers to induce them to supply needed merchandise. Mr. Erbes' immediate need was a blue oxford cloth shirt, 15-34, collar attached and without button-down tabs. His search for this shirt seems to have extended over a considerable portion of the country.

The country has unquestionably been wearing out its old clothes, just as it has done before when the old-clothes complex got hold of the public mind. But old clothes don't last forever. We don't want to be unduly optimistic, but if we may be permitted to base our opinion on previous old-clothes periods of our economic history, we doubt if nakedness will become prevalent in the near future.

Rotary Lift Account to McCann-Erickson

The Rotary Lift Company, Memphis, Tenn., manufacturer of rotating automobile lifts for service stations and garages, has appointed McCann-Erickson, Inc., advertising agency, to direct its advertising account for 1931.

Acquires Phoenix, Ariz., "Gazette"

The Phoenix, Ariz., *Evening Gazette* has been purchased by the Arizona Publishing Company, publisher of the *Phoenix Arizona Republic*. Both newspapers will continue to be published independently.

Helbros Watch Appoints Simons-Michelson

The Helbros Watch Company, New York, has appointed the Simons-Michelson Company, Detroit advertising agency, to direct its newspaper, magazine and direct-mail advertising.

Potter Agency Is Now Barlow, Feeley & Richmond, Inc.

The Z. L. Potter Company, advertising agency of New York and Syracuse, N. Y., which was purchased by members of the staff last July from its former owner, Z. L. Potter, has changed its name to Barlow, Feeley & Richmond, Inc. The principal owners, who constitute the board of directors, are: E. S. Barlow, president; A. J. Schied, vice-president and treasurer; Robert S. Feeley, vice-president in charge of art; Ralph Richmond, vice-president in charge of copy, and Adlai S. Hardin, vice-president and manager of the New York office.

Death of A. D. Graves

A. D. Graves, president of Pratt & Lambert, Inc., Buffalo, N. Y., manufacturer of floor varnish, lacquer and enamel, died at that city on November 21 at the age of fifty-six. He had been with the Pratt & Lambert company since 1908, having started as a salesman. For the last two years he had been chairman of the Save-the-Surface Campaign, representing the paint, varnish and allied interests of the country.

Worcester, Mass., Papers Appoint G. J. Knoll, Jr.

George J. Knoll, Jr., has been appointed local advertising manager of the Worcester, Mass., *Telegram and Gazette*. He succeeds Roy Woodbury, who died recently. Mr. Knoll, who has been with the *Telegram and Gazette* for the last two years, was formerly with the Brattleboro, Vt., *Reformer*.

H. L. Davis with Friedman Agency

Henry L. Davis, formerly vice-president of Kelly, Spine & Watkins, New York advertising agency, has been appointed vice-president of Leon A. Friedman, advertising agency of New York. More recently, Mr. Davis has been conducting his own business as advertising counselor.

Joins Moser & Cotins, Brown & Lyon

Charles W. Abbott, formerly director of low tension engineering of the General Cable Corporation, has joined Moser & Cotins, Brown & Lyon, Inc., advertising agency of Utica, N. Y., and New York, as vice-president. He will make his headquarters at the New York offices.

Phillips Petroleum to Lambert & Feasley

The Phillips Petroleum Company, Bartlesville, Okla., petroleum products, has placed its advertising account with Lambert & Feasley, Inc., New York advertising agency.

ONLY two other counties out of the 3,073 in the United States, produce more manufactured products than does Wayne County, Michigan. These two others are New York County and Cook County, Illinois. In 1927, according to the U. S. Census of Manufactures, Wayne County produced \$2,215,882,075 of manufactured goods. This census was taken at a time when the largest manufacturer in the district was producing little or nothing.

THIS gives one an enlightening picture of the market potentialities of this area. It enables one to form a mental pic-

ture of the vastness of the activity that characterizes Detroit.

DETROIT is no worse off at the present moment than any other industrial area in America. It still has two million people who must eat, wear clothes, take baths, who wear out furniture, shoes, hats, tires, motors, etc.

THOUSANDS of these families are buying normally, spending judiciously. These families are reading the Detroit market's only morning newspaper.

The Detroit Free Press

FERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

How Color Made Its Way into the Mail-Order Catalog

Used First for the Sake of Appearance, It Now Becomes Real Merchandising Force

"HOTEL WORLD PICTORIAL"
CHICAGO

Editor of **PRINTERS' INK**:

I have been told that possibly you could help me secure the story of color in advertising as it has been worked out by Sears, Roebuck & Company of Chicago. In recent years has **PRINTERS' INK** carried any articles on this subject to which you could refer me? I shall appreciate your interest.

G. A. ARRENS,
Advertising Manager.

MAIL-ORDER houses of the Sears, Roebuck type have been using color in their catalogs for more than twenty years. It was first introduced mainly from the standpoint of dressing up the catalog and to provide relief from the deadly monotony of black and white pages.

Not a great deal of system was used in the beginning, therefore. Color inserts printed on coated paper were placed in the book here and there—mainly as attention-getters to sweeten up the black and white pages and cause people to have courage enough to leaf clear through the book. It quickly developed, however, that the sales volume from these color inserts was five or six times greater than that of the same merchandise presented in black and white. The obvious reason was that more people saw and read the color presentation. Then began a serious study of the proper application of process work to cataloging, and it constitutes a fascinating story for anybody who is interested in that sort of thing.

Inasmuch as color plainly and forcefully pulled and outsold black and white, the mail-order people improved upon their original conception of color used simply for the purpose of making pages look pretty. They found they could attract even more profitable attention by picturing certain items of merchandise in their original colors—items such as rugs,

blankets, ribbons, crockery and others whose color schemes were not too complicated and fussy.

For this purpose three-color process work was utilized in the beginning, the primary colors being red, yellow and blue. In a little while it was found that black could be added with little more expense and work.

Engravers, printers and the mail-order advertising experts worked together on the intriguing subject, all of them learning as they went along, with the eventual result that these four colors—red, yellow, blue and black—were applied in such a way that the finished product would actually convey the impression of having been printed in a dozen or more colors.

The production costs were high, not only in the preparation of the plates but in the printing. The latter had to be done on slow flat bed presses on account of the perfect register required and the heavy paper stock used.

Color as a Pressure

But the color advertising paid fancy dividends just the same. It got to be, as we have previously told in **PRINTERS' INK**, that the mail-order people could tell just about how much merchandise would be moved by a plain black and white page and by one in two, three or four colors. This was, and still is to a lesser extent, a life-saver for departments that were overstocked and for those whose offerings were of a strictly seasonal variety that had to be cleared out in a hurry. In other words, pressure could be applied by means of color in just the proportions that were required.

The two-color process, which is now widely used in mail-order catalogs in a highly perfected form, also grew out of the desire to make the book more attractive to the eye. At first it took the

Merely Spending



**Part of
\$65,500 a Day!**

LABOR is well paid in Jacksonville because business is good with those who meet the pay-rolls. And owner, employe and laborer all meet on the common ground of reading The Florida Times-Union. But the labor readers alone spend more than \$11,000,000 a year on food and clothing; for all purposes, almost double that—and your first approach to that much spending is through their morning paper—"Florida's Foremost Newspaper."

Market Facts Promptly Supplied

The Florida Times-Union
JACKSONVILLE, FLA.

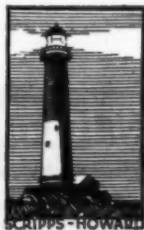
Represented Nationally by REYNOLDS-FITZGERALD, Inc.
New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco
Member of the 100,000 Group of American Cities

If you sell Northeastern Ohio YOU NEED THIS

REVISED editions of the "A. N. P. A. Standard Market Survey Form of Cleveland" and "The Rich Markets of Northeastern Ohio," now available in one volume, contain valuable, up-to-the-minute marketing facts about Cleveland and its six neighboring markets.

Complete data on Cleveland's buying power, number and kinds of retail outlets, population, topography, industry and welfare are presented in detail. In addition, the potential purchasing power, per capita wealth, volume of income, bank deposits, annual payroll, and a wealth of other vital facts are presented for each trading area in Northeastern Ohio.

Every sales and advertising manager with distribution in Cleveland and its six neighboring markets needs this book. Write for



MEMBER OF THE UNITED
PRESS ... OF THE AUDIT
BUREAU OF CIRCULATIONS
and of MEDIA RECORDS, INC.

The Cle

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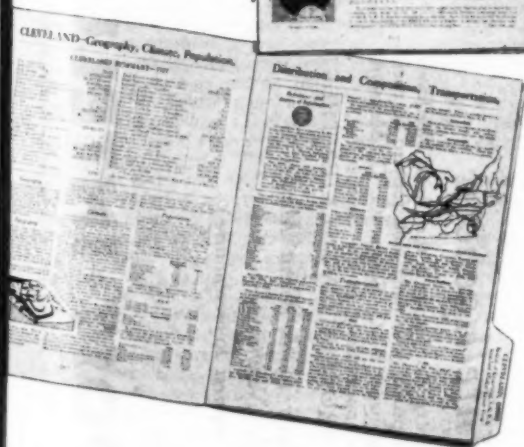
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Flexible cover—
filling also—2 colors
—numerous maps,
charts, tables. Most
complete picture
ever published of
sales opportuni-
ties in the TRUE
Cleveland Market.



a copy today on your business letterhead.
They are free to marketing executives while
the supply lasts.

The Cleveland Press

SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
ST. LOUIS • PHILADELPHIA • BUFFALO • ATLANTA

Reading Matter Seeks Its Own Level...

The Post-Intelligencer

—in Seattle, has a particular appeal to that type of people in the Pacific Northwest that best appreciate your product. The people who daily look forward to their visits with such writers as Arthur Brisbane, B. C. Forbes, O. O. McIntyre and a score of others whose messages appear daily in the Seattle P-I, . . .
THEY MAKE UP YOUR PROSPECTIVE CLIENTELE!

*The P-I is Your Gateway to the Great Market
of the Pacific Northwest!*

(Correspond with our nearest Representative)

W. W. CHEW
285 Madison Ave.
New York City

J. D. GALBRAITH
612 Hearst Building
Chicago

A. R. BARTLETT
3-129 Gen'l Motors Bldg.
Detroit

SLAYTON P. LeDUE
625 Hearst Building
San Francisco



SEATTLE POST-INTELLIGENCER

A MILLION MODERNS IN THIS MARKET!

form of colored headings, borders and price quotations introduced into an otherwise black and white page and the results were fairly good. Then there grew up the custom of putting color into the merchandise itself—not with any pretense that these were the original colors of the goods, but arbitrarily used to make the offering easier to look upon. For example, a touch of red can be cunningly introduced into—or rather onto—the face of a woman pictured in the catalog wearing a coat or dress that is offered for sale.

This two-color process work, of which many splendid examples can be found in the leading mail-order catalogs, is being widely used these days. And there is not so much inclination to picture merchandise in its original colors. The reason is that four-color process work is a novelty no longer. There is so much of it to be seen in magazines and other forms of advertising that people have come to accept it pretty much as a matter of course. It does not pull, therefore, quite as forcefully as was the case fifteen years or so ago. This being so, the properly executed two-color page has almost as much selling efficiency, in proportion to cost, as has the four color. This conclusion does not seem exactly sound some way inasmuch as it seems to run counter to the principles of catalog production as we have seen them unfold during the last twenty years. Nevertheless, we are assured by the mail-order people that such is the case, and they ought to know.

Notwithstanding this, a great deal of four-color process work is still being used in catalogs. Printing facilities have been developed to an extent which allows the production of very presentable process color jobs on fast rotary presses. This work impresses us as being somewhat less attractive in an artistic sense than were the process inserts of a few years ago. But we believe it is more practical, having in mind the ever increasing necessity of keeping catalog production costs down to the minimum. If the now general use of color in advertising has detracted somewhat

from the distinctive and unique appeal had by the four-color process insert of another day, it seems only good business to use it as it is now produced.

In thinking over this subject after receiving Mr. Ahrens' letter, we were almost startled as we contemplated how expensive a catalog really is. Take the current issue of the Sears, Roebuck catalog, consisting of 1,170 pages. The total cost of producing this book was in the neighborhood of \$7,000,000. A simple mathematical calculation with pencil and paper shows that the average cost per page, in round figures, is \$6,000.

It is no wonder, therefore, that the mail-order houses are taking advantage of every conceivable economy in the way of production even though their color work may not be up to the high standard as of yore.

It is interesting, to note, also that the increasing use of color has gradually pulled up the standard of the catalog as a whole. Black and white pages are now highly artistic in appearance, widely contrasting with the deadly price list type of a few years ago.—[Ed. PRINTERS' INK.]

Kingston Products Appoint R. F. Walker Agency

The Kingston Products Corporation, Kokomo, Ind., has appointed the R. F. Walker Advertising Agency, Inc., Chicago, to direct its advertising account. For its "Electricar," a toy, magazines, business publications and radio advertising will be used. Newspapers, business publications, magazines and direct mail will be used for the company's Champion and Kokomo Redskin lines of roller skates. For its electric ranges and flat-irons, business publications, magazines and direct mail will be used.

W. G. Springer with National Radio Advertising, Inc.

Walter G. Springer has joined National Radio Advertising, Inc., New York, as director of Radio Authors, Inc., a subsidiary. Mr. Springer was formerly publisher of *Screenland Magazine*, New York, and other magazines. More recently he was director of public relations of the Columbia Broadcasting System.

Joseph E. O'Connor has been appointed Western advertising representative of *Public Works*, New York.

Recollections of John Lee Mahin

He Enjoyed Developing Young Men and Gave Them Amazing Responsibilities as Part of His Educational Program

By W. B. Swann

Vice-President, Charles H. Touzalin Agency

THIS article is in no sense a biographical sketch, but merely some intimate glimpses of a great personality, based on an association of nine years with the late John Lee Mahin in his advertising agency (October 1907 to November 1916).

* * *

If ever a company was the lengthened shadow of a man, that was the Mahin Advertising Company during the days of its greatest prosperity. The organization was made up largely of men developed by Mr. Mahin. Most of them began their service with the company in the role of stenographer, where they were close to Mr. Mahin and his department heads, and had full opportunity to absorb the methods and ideals of the agency.

Among the men who broke into the agency as stenographers during the period of my tenure with the agency or immediately preceding, were B. S. Presba, H. S. Irving, C. S. Sharpe, the late Walter M. McGuinn, F. M. Lilley, M. O. Smith, F. A. Biederman, A. W. Evers, J. M. Watson, H. E. Goodrich, Walter Bothoff, J. B. Miller, M. J. Lacy.

Other young men, who had not the advantage of stenography but nevertheless worked up from junior jobs, were C. L. Barritt, W. S. Nordberg, the late David Stevenson, Al Engelhardt, Ralph Rosenthal, Hassel W. Smith, Bill Schaeffer, and many others. A large proportion of these names will be recognized as men now prominent in agency and other work.

It was through Mr. Mahin's method of building his organization that I became connected with his company. My appearance on the scene was at a most inopportune time, during the early stages of the 1907 panic. I had been let out by the National Cash Register

Company because of its retrenchment. Although cutting down overhead, rather than adding to it, must have been foremost in Mr. Mahin's mind at the moment, he could not resist the opportunity to hire a young man who didn't care how much he was paid, so long as he was given the opportunity to work in an advertising office.

Mr. Mahin was truly a master of advertising. It was his claim, and no idle one, that he could sit down at the desk of any one of his department managers and carry on. The only addition I would make to his claim is that he would carry on more efficiently than the incumbent.

I knew him actually to take over the details of various managerial desks for periods of emergency. When C. F. Dick, of Pillsbury fame, resigned as service manager, A. W. Alley, his assistant, assumed the desk and prepared to go ahead with the work. But Mr. Mahin had other ideas. He wanted to find out for himself just where matters stood, and took over the desk himself. At another time, the production department, or engraving department as it was called in those days, became very much muddled up, and John Lee took over the desk in person and straightened things out.

On another occasion, he became very much engrossed in the operation of his accounting department, in connection with the installation of a system. It was during the intensive study of the recording machinery of the agency that he became impressed with the latent ability of a young man in the department by the name of H. A. Groth, who later on became the treasurer of the company.

Also he was very thoroughly posted on media. W. C. Hoeftlin, for many years the space buyer of the agency, tells how he was called

Correct Me If I'm Wrong

NOT so long ago when this city staged its great and eminently successful bid for "Capital of the West," many quips and alleged wise-cracks were directed at us from the prating tongues of wits whose vision ended with the tips of their noses and whose imaginations pictured paradise as anything from an Iowa seaport to the beach at Far Rockaway. There were adroit digs at our city limits, since stretched to the breaking point. There were unkind references to our citrus crops, now furnishing the juice for most of the nation's tea or cocktails. (Take your choice.) In fact, the old tin Lizzie was well nigh forced off the stage in the deluge of California exaggerations, most of which have come true, leaving nothing but ashes in the mouths of our maligners. So in an effort to put us in the limelight again, I'll pass on the latest Los Angeles joke. There are two morning and Sunday papers here with the largest circulation. Don't ask me how it's possible. If I knew I'd patent the process. The Examiner has the largest according to A. B. C. The other has the largest according to themselves. You pay your money and take your choice. Personally I'll string with the A. B. C. figures. I know how they're compiled. What do you think?

LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

on the carpet at one time for failure to deliver some requested information. When an overlooked memorandum was found tucked away in a drawer, Mr. Mahin instructed that all unfinished matters be kept on top of the desk where they could not be overlooked.

Mr. Mahin had very direct and characteristic methods of testing men. Back in 1908 or 1909, he decided to make a change in the management of his street-car advertising department, but was unable to decide which one of two assistants to select. He called them in separately, and asked each for the same information, giving no suggestions as to where it could be secured.

One young man took several days to get part of it, but reported that all of it couldn't be secured at the moment. The other young man came through with a very complete report the very same day. He got the job. This young man, M. O. Smith, later became head of the outdoor department of the agency at a time when the activities of the agency in the field ran into a large volume.

Once Mr. Mahin had become interested in a young man and decided in his own mind that he was good material, the responsibilities that he placed upon the youngster often made his associates gasp with astonishment. Apparently, it was his idea to find out, once and for all, if the man had the right stuff, rather than to prolong the process.

A number of agencies these days are making a virtue of the youth of their creative staffs. John Lee Mahin was fully cognizant, over twenty years ago, of the power and imagination vested in an organization of young, loyal, ambitious men. Within a month from the time that I was elevated to the copy staff, I was given an assignment of newspaper advertisements for the largest customer of the house, and I never will forget the glee with which John Lee brought in the O. K.'d copies and told me how well they had been received. He then made the rounds of his department heads to show them.

In using the word "customer" in the preceding paragraph, I follow the approved Mahin policy. Never to him was the advertiser a "client." Always he was the customer, and, not only was the customer always right, but never in my connection with Mr. Mahin did I ever hear an employee censored for giving too much service.

Sometimes, the young men singled out for advancement did not hold their heads under the responsibilities deluged on them. One young man, whose name I shall not mention, puffed up immediately and acquired a pronounced "strut" as he walked around the office. He became far too important to attend to details or even bother his head about them.

His triumph was short-lived. When called on the carpet in connection with errors in his department, he promptly disclaimed responsibility because his assistant had handled them, and made the tactical error of protesting, "Surely, you don't want me to handle these details myself." Right then a jolt hit the young man in the most approved Mahin style, and there followed a lecture on the difference between delegating and dumping that I am sure stayed with the young man to this day. Apparently it worked, for today he is a high executive with a large agency.

Mr. Mahin was an adept in the art of delegation. The vital information, covering the service of the accounts, was kept in loose-leaf books, which Mr. Mahin used to go over at unstated intervals, with the members of his contacting staff. And woe betide the man who came into the meeting with his book incomplete or inaccurate. Mahin had a knack of putting his finger with rapier-like accuracy upon things that were not as they should be.

The various editors of the "Mahin Messenger" and other publications came face to face with this quality on many an occasion. If there was one typographical error in the book, John Lee would spot it and raise particular cain. He wanted his publications flawless.

Plenty to SPARE!



This paper enjoys circulation leadership in its field by a wide, safe margin. Its daily City and Suburban circulation . . . and of course the total . . . is many thousands ahead. And on Sunday, practically every other family in all of northern and central California is reached . . . while in the city 19 out of every 20 homes are covered.

San Francisco EXAMINER

When Food *is impatient to be photographed*



Mrs. Henrietta Black—a practical cook—typifies the average housewife in her knowledge of food and diet

OUR TEST KITCHEN is equipped to photograph food as fast as a dish comes from the oven or the beating-spoon. This is a real help. It means that we can open the camera's lens on salads that are scarcely thirty seconds old; catch the fluffiness of newly whipped cream on banana cream pie; record frozen desserts as they leave their refrigerator molds. The twenty food accounts we serve can benefit by our kitchen's personnel and our facilities for photographing.

Batten, Barton, Durstine & Osborn

INCORPORATED

ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 30 State Street • BUFFALO: Rand Building
PITTSBURGH: Grant Building • MINNEAPOLIS: Northwestern Bank Building

CINCINNATI

IS

OHIO'S GREATEST

WHOLESALE (HOUSE)

CENTER

Cincinnati is an important cog in the wheel of national distribution. Its wholesale houses serve a large area; Hamilton County, in which Cincinnati is the only metropolitan center, leads all counties of Ohio in number of wholesale houses. 8.61% more than the second county in number of wholesale houses.

The wholesale trade in Cincinnati can be reached most effectively through the Times-Star. It reaches daily more merchants, executives, professional men and manufacturers, as well as other occupational groupings than any other Cincinnati paper. The Times-Star alone gives adequate coverage of the wealthy Cincinnati market.

The Cincinnati Times-Star

"THE KEY  TO THE CITY"

Eastern Representative:

MARTIN L. MARSH

60 E. 42nd St.

New York City, N. Y.



Western Representative:

KELLOGG M. PATTERSON

333 North Michigan Ave.

Chicago, Illinois

The Asset Value of Trade-Marks

Advertising Founds Habits That Are Hard to Break and Makes a Trade-Mark One of the Most Valuable of All Assets

By Claude C. Hopkins

AS an advertising man, my life has been spent in creating trade-mark values. As an investor, I have become every year more convinced of their stability. A patent has only a limited span. A trade-mark, founded in the hearts of millions, holds its control indefinitely. Mothers teach their habits to their children.

Every competitive business has its vicissitudes. Some better product may be developed overnight. Some makers may cut prices under cost. One cannot sleep without fearing to wake to some changed situation. Not so with trade-marked products, particularly in the food and drug lines. They have spent much time and money in establishing a market, of which millions form a part. To capture that market will require more years of still greater spending. In time, the task becomes impossible, if the originators are prepared to defend. Ivory Soap is a supreme example. There are countless white floating soaps. But a favorite pastime in the advertising world is to guess the cost of making inroads on the Ivory demand.

Trade depressions have little effect on most proprietary articles. In fact the greatest advances in drug lines have been made when forced economy drove the masses to more self-medication. People use just as much tooth paste, shaving cream and soap in dull times as in good times. I have just listened to a sales manager addressing his salesmen on this line. "Don't tell me," he said, "that people wash less often, shave less often, clean their teeth less often. Present no alibis like that."

As for foods, we know that total consumption cannot greatly alter. The problem of getting one's share of the trade remains the same in all business ups and downs.

Two men I know well were pioneers in discovering the stability of an advertised demand. One was W. E. Weiss, a druggist in Wheeling, W. Va. The other was A. H. Diebold, son of the founder of Diebold Safe & Lock Co., Canton, Ohio. Mr. Diebold is now president of Drug, Inc., and Mr. Weiss the general manager.

Starting with a small proprietary concern, the Neuralgine Co., they soon realized the difficulties of creating consumer demand. So they decided to buy created demands on a milking value. Their first venture was Danderine, bought with a suit attached. The price was five times annual earnings, and they paid it out of profits. Then they bought Cascarets for \$1,500,000, which was five times annual earnings. In time the continued earnings paid the price and the rest was velvet.

A New Basis

Soon five times established earnings ceased to be a satisfactory price. Bids for products, demanded by the millions, grew and grew. Ten times long-established earnings became quite a general basis. It grew to sixteen times in exceptional cases, as bankers and investors came to realize the stability of these earnings and the possibilities for increase.

These pioneers organized Sterling Products, Inc., now absorbed in Drug, Inc. They bought trade-marked products by the dozen, on a long-time earning basis. They organized Household Products, Inc., now also absorbed in Drug. Household was founded on Castoria, for which they paid \$12,500,000. They afterward bought Dr. Caldwell's Syrup of Pepsin. Household Products made an amazing record of stability of earnings. The earnings per share, for five years, scarcely varied an iota. And so far as we can see, Castoria is

Reprinted by permission from *Baffon's*.

likely to hold its own so long as mothers have children.

These same people bought Bayer's Aspirin from the Alien Property Custodian. That will probably hold the record, for a long time, as the premier investment in a trade-mark.

Among food products, the record price for a trade-mark was paid for Maxwell House Coffee—about sixteen times annual earnings. Of the \$42,000,000 paid, a very small percentage went for brick, mortar and inventory. The rest was paid for a brand on a Southern coffee, favored in millions of homes.

The record price before that was for Jell-O. The stock exchanged for that business had a market value of about \$35,000,000. The Jell-O earnings at that time were about \$4,500,000 per year, so that high price was low on the present buying basis.

The Growth of Jell-O

Jell-O is an excellent example of how these trade-marks are built up. The business was started by a patent-medicine manufacturer in Le Roy, N. Y., who desired to branch out on foods. Associated with him was Otis E. Glidden, now president of Petrolagar, Inc., the best earnings subsidiary of American Home Products. Mr. Glidden worked for seventeen years to build up Jell-O to a volume of \$3,000,000 annually. Then came the rapid growth, because they had momentum and the money to branch out. Thus Jell-O now dominates the field of jelly desserts. It probably always will. It has traveled such a long, hard road that any rival will have a hard time to catch up with it.

In a group of such lines lies the stability of the General Foods Corp., Standard Brands, Inc., etc.

As I write this the newspapers announce that Dr. Dorrance, founder of Campbell's Soups, left an estate of \$150,000,000, made by mass production of soups which are both good and cheap, under a brand which has become a household word. A name so familiar and respected that when the Camp-

bell Soup Co. brought out pork and beans, they attained in one year a business twice as large as a twenty-year-old rival. Can anyone conceive of a rival doing serious damage to the business on Campbell's Soups? Certainly not if the owners maintain a strong defense.

Campbell's Soups, by the way, offer an excellent answer to the question, "Is advertising an economic waste?" Henry Ford once pronounced it so, but he has changed his mind to the tune of millions of dollars yearly. When Campbell came, canned soups were selling at 15 cents and 20 cents per can. The general price is still 15 cents or more. Campbell's Soups were offered at 10 cents a can, a price which higher after-war costs forced to 12 cents. So with pork and beans. Other makers have assured me that the Campbell price is below their cost. Anyway, it is the lowest price at which such soups are sold.

That is another factor when we consider stability. Permanence is on the side of lowest costs. These trade-marks have been built up by vast expenditures. Are they justified? Have they full asset value? Or should such investments be written down to \$1 like much general good-will? There are countless answers, of which Campbell's Soup is a type. The mass production, the universal distribution, the minimized selling expenses, in any fair analysis, justify the cost. No assets are more valuable; no basis is more sound.

Trade-marks have lately been largely purchased with stock. Buyers insist that the earnings of the purchased trade-marks shall at least twice cover the dividends on the stock issued for their purchase. These large trade-mark merger corporations are conservative on their dividends. Some say too conservative. But the reserves are built up for two reasons. One is to invest in other trade-marks. One is a defense fund against trade-marks which decline in value. Some trade-marks do. Tastes and conditions change. New products come to supersede the old. But

Why

The Los Angeles Market! Is A Morning Field—●

Because the climate has influenced the majority of people to live in single-family homes rather than in flats and apartment houses, and also has enabled them to locate far and wide, with little regard to distance from Los Angeles. The result is a retail market of over 2,000 square miles, all of which is connected to Los Angeles by street cars and interurban trolley lines.

It is physically impossible for a newspaper printed during business hours to secure adequate distribution throughout this immense area. Consequently afternoon papers primarily serve one city or suburb. There are 15 such afternoon dailies within 12 miles of Los Angeles' city hall.

On the other hand, morning newspapers, printed subsequent to midnight and transported over open highways, can furnish practically simultaneous service throughout the whole area. Even in a 25-mile radius around Los Angeles, but one morning newspaper is published outside the three morning newspapers of Los Angeles.

The Los Angeles Times has the largest obtainable morning circulation inside or outside the city of Los Angeles; and this coverage is rendered doubly effective by being delivered directly to homes by carrier.

Los Angeles Times

Eastern Representative: Williams, Lawrence & Cramer Co., 360 N. Michigan Blvd., Chicago. 285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

these changes are not sudden. Many years have been spent, in most cases, to win millions to some habit, to some preference, to some taste. And those demands are usually as slow to dissolve as they have been to create.

Buyers of trade-marks, where there is reason to question the endurance of demand, figure on "milking value." They know, from countless records, how long a demand may be expected to continue after pressure is removed. Often that time is amazing, sometimes a generation. I know many a product still earning big profits which ceased to seek new business thirty years ago.

So nearly all these purchases remain safe and profitable under all vicissitudes. Most of them go on to greater earnings. The exceptions, almost always, bring back the investment.

It is interesting to note what stability these trade-mark businesses have shown in the late depression. Drug, Inc., is perhaps the leader, because it combines so many trade-mark values. American Home Products combines some more. The food mergers indicate how trade-mark sales continue in good times and bad.

There are also many enlightening records of trade-mark independents. Examples are Wrigley's gum, Hershey's chocolate and Lambert's Listerine. Such examples could be multiplied by hundreds among corporations not listed on the Boards.

This is one angle of safe investment which many overlook. That is because so few know advertising and the power it wields. It founds habits which are hard to break.

A final example is cigarettes. We have "blindfolded tests" to prove that one cannot select his favorite brand from others. Yet there is vast, continued and growing insistence for certain advertised brands. Try to win a friend to yours, and you will realize how hard the effort is when multiplied by millions.

So we who know advertising and have watched the stability of the vast demands it builds—the

1930 records in particular—wonder why investors do not pay more attention to the safety of such wide foundations, the persistence of such demands.

Death of C. H. Markham

Charles Henry Markham, chairman of the board of directors of the Central Illinois System, died at Altadena, Calif., on November 24. He was president of this railroad from 1911 to 1925, and during that time he inaugurated a policy of taking the public's advice and suggestions in regard to services which his railroad could render. In carrying out this policy, he used advertising, in which he was a firm believer, starting with a campaign in 1920. This campaign, which was one of the early railroad newspaper campaigns, was designed to combat charges made in public print that railroads were not serving the public in good spirit. Advertisements in the campaign appeared under Mr. Markham's signature and invited suggestions and criticisms from the public. This was later followed by a campaign educating the public to the danger of grade crossings and similar good-will advertising by the Central Illinois System. Mr. Markham was sixty-nine years old at the time of his death.

Complete Coverage

B. KUPFENHEIMER & Co., Inc.
CHICAGO

Editor of PRINTERS' INK:

The information contained in and accompanying your letter is so complete, that we should hesitate to ask you for any further list of articles even if we required it.

The fact of the matter is that this completely covers the field we wished to investigate and we sincerely thank you for your intelligent co-operation.

B. KUPFENHEIMER & Co., Inc.

Frank Riggio to Manage American Cigar Advertising

Frank Riggio, formerly a member of the sales department of the American Cigar Company, New York, has been appointed advertising manager. He succeeds Frank W. Harwood, who, as previously reported, has joined the staff of *Liberty*, New York. Mr. Riggio was at one time with the American Tobacco Company and is the son of Vincent Riggio, advertising manager of that company.

E. H. Butler Honored

Poland has conferred upon Edward H. Butler, publisher of the *Buffalo Evening News*, the Knightly Cross of the Order "Polonia Restituta." The award was made in recognition of that newspaper's service in behalf of Poland.

Joins Seattle "Times"

F. O. G. Schindler, who formerly conducted his own advertising business at Seattle, has joined the staff of the *Seattle Times*.

TREASURES



BURIED TREASURES are fascinating to think about. But, unless found, they don't do much good. It's that way with the million families who read the Sunday New York American . . .

They've got \$2,241,100,500 yearly for current expenses . . . 801,334 live within 50 miles of the city . . . 69.3% of them are biased toward this one Sunday newspaper—won't, in fact, read any other.

Treasures, all right . . . and there's only one way to get them. Advertise in the Sunday American. Then see what riches you dig up.

**SUNDAY
NEW YORK AMERICAN**

a Million Families are Million Spenders



HIGHER VISIBILITY-L

EVIDENCE!

OUR CUSTOMERS DEMAND
NEW RED CROWN
ETHYL BECAUSE IT
STARTS INSTANTLY
WHETHER THE WEATHER
IS COOL OR COLD

EVIDENCE!

OUR CUSTOMERS DEMAND
NEW RED CROWN
ETHYL BECAUSE IT
STARTS INSTANTLY
WHETHER THE WEATHER
IS COOL OR COLD

Which of these gives your advertising the best chance to stamp its identity on the customer's mind? The small-size Daily Times page drives your sales message straight to the eye—an eye not diverted, interrupted or distracted by other messages!

More Value!

ITY-LOWER COST!

What a difference! The advertisement in the old style 8-column page has to fight for attention with six other advertisements. The same piece of copy as a Daily Times page automatically excludes competition and assured higher visibility for Standard Oil's EVIDENCE!

The smaller, modern size of the Daily Times page provides higher visibility! Use Chicago Daily Times pages liberally for assured *impact* at lower cost!

DAILY  **ILLUSTRATED TIMES**
CHICAGO'S PICTURE NEWSPAPER

National Representatives: The Sawyer-Ferguson Co.

Palmolive Building, Chicago

295 Madison Avenue, New York

BUSINESS AS USUAL

UNEMPLOYMENT doesn't exist out on Midwest farms. The big-business-farmers in the thirteen Midwest states where Capper's Farmer circulates are never out of jobs. Regardless of whether the bulls or the bears happen to be the kingpins, the Midwest farmer goes right ahead every day making a living. Every one of the 925,000 readers of Capper's Farmer is employed.

Though the worker in the industrial plant may have nothing to do until things brighten up, and is naturally forced to tighten up the proverbial purse-strings, the farmer has no such worries. He has plenty to do. And plenty to spend, too.

The farmer always has a job. He never has fear of the breadline — he can always bank on a meal ticket, because his produce will provide it. With his living thus guaranteed,

the farmer can plan and work ahead without a great deal of concern to the immediate situation. He can do work today for which he will be well paid six months or a year hence.

Here's how the farmer builds up his future income. He prepares his land for next year's crop and tries to do a little better job than ever before. He gives more attention to his livestock, and gets cheaper gains. He fixes up his buildings and equipment, and makes them more efficient. He checks his various enterprises to determine the most profitable ones.

It's true that the Midwest farmer is not receiving a weekly wage check for these daily chores, but just the same, he is piling up "wages" that he will some day cash and buy the articles which he knows through advertising.



Capper's Farmer

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The Fight to Maintain Wages

The Big Three of Industry State Their Stand

By Roy Dickinson

IN spite of the bitter end deflationists and the cry babies who insist that this cycle is the beginning of thirty years or more of declining prices, wages, and everything else, the big leaders of industry refuse to retreat.

It was in the July 31 issue of **PRINTERS' INK** that James A. Farrell, of the United States Steel Corporation, made his statement which caused so much comment in which he said, in part: "Wages in the steel industry are not coming down. You can make up your mind to that fact. I said (to a steel man) 'if you are going out to sell your goods and eliminate your profit and expect to take it out of the men in the mills you are greatly mistaken. Make up your mind to one thing. Use better judgment in your selling prices for your material and get rid of the idea that wages are going down.'"

A few weeks ago, at a big steel meeting, Mr. Farrell related his stand and amplified it. Charles M. Schwab and other leaders of the industry, by the way, expressed similar views in favor of maintaining wages.

The company which has the premier right to have the words "biggest and greatest" applied to it is the American Telephone and Telegraph, with assets of four billions, and a half million stockholders. It employs some 450,000 people.

In this company we have an example of management of an unusual kind, for the largest stockholder is an insurance company which holds less than seven-tenths of 1 per cent of the stock. No one banking group controls it, and the management is responsible to a board which represents no one controlling group. When Mr. Farrell and Mr. Sloan of General Motors went on record in **PRINTERS' INK** to the effect that they would not cut wages, I asked the other member of the big three of industry for his views. A request to Walter S. Gifford, 45-year-old president of the world's largest company, brought this response:

"Dear Mr. Dickinson:

"I do not find it easy 'to go on record,' as you phrase it, concerning the future but I sincerely hope that wages will be maintained.

"There have been no reductions in wages in the Bell system and,



Gardner

Walter S. Gifford



Blank-Stoller, Inc.

James A. Farrell



Alfred P. Sloan, Jr.

unless something I do not foresee happens, there will be none."

As I pointed out previously, Mr. Farrell, when he restated his stand on the subject, was even more emphatic than he was in his original PRINTERS' INK statement.

The same thing is true of Alfred P. Sloan, Jr., president of General Motors. What Mr. Sloan said in response to my original request for a statement was:

"Referring to your telegram of July 23, answered by Mr. Brandt under date of the 24th, with regard to the matter of wage or salary cuts, would state that I regret that absence from the city at the time prevented my contributing to your inquiry. I appreciate that it is now too late to do so.

"I have looked over the comments that you have received from others dealing with the question, which I found interesting.

"As you of course must appreciate, I have discussed the matter with my associates here as a matter of general corporation policy and without going into the reasons, we feel that at the present time it is undesirable not only from our own standpoint but from the stand-

point of the general economic situation, to make either salary or wage cuts. We cannot, of course, be committed as to the future because we do not know what the future will require. I can say, however, that that is our position at present."

On November 12, in a statement to all stockholders of his company, Mr. Sloan said:

With full recognition of the hardships and suffering which accompany all periods of economic readjustments, I wish to emphasize the opportunity which the present situation offers industrial management to inject into business a different type of thinking and a different appreciation of the problems than has existed for a number of years past. Irrespective of how carefully industry may have conducted its affairs in periods of great prosperity, it is bound to and, as a matter of fact, it very properly should, measure its problems and determine its policies with a measuring stick applicable to conditions as they exist.

When a different order of things sets in, a different measuring rule must be employed—every policy; every item of expense; every procedure; and personnel must be reviewed and revalued. This is in every sense of the word an unwelcome task—one that no one likes to deal with and one that too many shirk, yet it must be done with the sole regard of the permanent interest of the business and a full appreciation of the fact that it is vital to future progress.

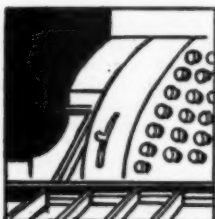
General Motors has not reduced either salaries or wages and it is my hope that no readjustment of that character will be necessary. To my mind it is important for industry to appreciate the fact that the prosperity of the United States is founded on a high wage scale. To reduce the wage scale would, in my judgment, not only delay the return of more normal times but would put a limit, and an unnecessary limit, on the future prosperity of the country.

The broader the margin that exists between the daily wage and the necessities of life, the more the individual has available to purchase additional products and enjoy the profits by his leisure hours. This development of purchasing power creates wealth, which in turn reacts and reacts throughout our whole industrial situation.

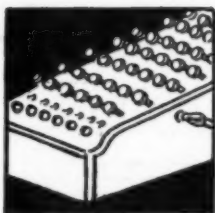
It will be noted that during the time which has elapsed—and it has not been a period of increased activity—Mr. Sloan has become far more direct and outspoken in his viewpoint on the subject of wages.

In addition to these three premier companies, one other is often

THE CASH REGISTER



NOT THE ADDING MACHINE



+ + + + + is the
advertising measure
of newspaper
circulation values

Advertisers are far less interested in *numbers* than in *dollars*. Sales figures on the cash register are more eagerly scanned than circulation figures on the adding machine.

Until recently, however, *buying-power* in Cleveland had to be judged by *man-power* alone. The only barometer of *sales* was *size*.

The consumer study of Greater Cleveland by Emerson B. Knight, Inc., has changed all that now.

Indices of purchasing power—motor cars, stocks and bonds, savings deposits and charge accounts—show that The News is 'way above average.

If you want to reach the Greater Cleveland families who can—and do—buy the things they read about, be sure The News is on your list.

THE CLEVELAND NEWS

Geo. A. McDevitt Co., National Representatives

included in the same group, the General Electric Company.

While I have had no direct statement either from Owen D. Young or Gerard Swope, the remarks of the latter before the National Civic Federation have a direct bearing on the subject. Mr. Swope said:

The problem before us is to reduce selling prices so as constantly to reach a larger and larger circle of buyers, and this means not only advancement in manufacturing processes but also reductions in cost so as to enable us to distribute this product at a lower selling price. Reductions in cost do not necessarily mean increased profits to the manufacturer; they may to a certain extent, but lower costs must sooner or later always be reflected in lower selling prices to the public.

Not only is this a fact as we learn from experience, but it will be seen that this is very desirable from the standpoint of the manufacturer, as the market is thereby enlarged, with the possibility of still further reducing the manufacturing and distributing costs.

Nor do lower selling prices and lower costs mean lower earnings for the working men. It is quite consistent with lower costs to have increased earnings on the part of the workmen. Lower costs do not even mean the same earnings but may mean greater earnings. This has been demonstrated in the electrical industry as well as in a number of other industries.

As an example, the incandescent lamp is today selling at lower than pre-war prices—and there are not many articles in common use about which this can be said; while at the same time the labor content in the lamp itself has been reduced, and the earnings of the people engaged in the manufacture of incandescent lamps have increased upward of 100 per cent.

Wage cuts by large companies have been few and far between. It is rumored that in one or two large companies employees have recently been asked to vote on whether they would prefer a wage cut or a reduction in personnel, but as long as the big leaders of industry look forward to a higher standard of living for the masses, we can be assured of purchasing power sufficient to prevent the country from slipping backward.

In the "big three" alone, approximately 900,000 workers are affected.

Even so small a reduction in the wages of these workers as one dollar a day would mean \$5,400,-

000 a week less to be spent for the products of other plants.

As more plants re-employ men, at their previous wage levels, more and more money comes back into circulation where it is needed. One of the finest assurances of the future of American business is the fight for high wages being waged by the big leaders of industry at a time when gloomy economists are crying aloud for cuts.

F. D. Sniffen with "Christian Herald"

Frank D. Sniffen, formerly vice-president of the *National Hotel Review*, recently acquired by the Ahrens Publishing Company, New York, has joined the Eastern advertising staff of the *Christian Herald*, New York. Mr. Sniffen was with the *Christian Herald* some years ago subsequently joining *Cosmopolitan*. Later, before joining the *National Hotel Review*, he was Eastern advertising manager of the *Shrine Magazine*.

F. W. Kendall, Jr., Joins Visual Demonstration System

Frederick W. Kendall, Jr., formerly vice-president of Addison Vars, Inc., advertising agency, has been appointed executive vice-president of the Visual Demonstration System, Inc., Buffalo, N. Y., manufacturer of slide-film projection machines and slide-films. He will be located in its New York office which has been established at 420 Lexington Avenue.

"Traffic Regulation," New Publication

Traffic Regulation is the name of a new monthly magazine, devoted to street and highway traffic problems, which is now being published at New York by the Adspecc Publishing Company, Inc., which is affiliated with the Hoffman Publications, Inc. Sylvan Hoffman is president of the new publication and Alan S. Cohen is advertising director.

Angier Corporation to Reynolds Agency

The Angier Corporation, Framingham, Mass., has appointed Frank J. Reynolds & Staff, Boston advertising agency, to direct its advertising account. Architectural and building publications will be used to advertise the company's water-proof building papers. Magazines and newspapers will be used to advertise Angier aprons and Antex window shades.

P. N. Guthrie, Jr., Heads Reading Iron

P. N. Guthrie, Jr., formerly vice-president in charge of sales of the Reading Iron Company, Reading, Pa., has been elected president.



16 CONSECUTIVE MONTHS OF GAINS

The Sun-Telegraph has GAINED every month for sixteen consecutive months, in local display advertising. These gains average 133,063 lines per month. The Sun-Telegraph gain in local display advertising for the sixteen month period totals 2,129,009 lines. The Sun-Telegraph is the only Pittsburgh paper to show a gain in local display advertising for this period.

All figures by Media Records. Monthly lineage gains are by Comparison with the same month of the year previous.

PITTSBURGH SUN-TELEGRAPH

NATIONALLY REPRESENTED BY

PAUL BLOCK AND ASSOCIATES



Frank Harwood joins Liberty

FRANK W. HARWOOD, formerly advertising director of the American Tobacco Company, has joined the advertising staff of Liberty Magazine as advertising counselor. Mr. Harwood's varied and comprehensive experience in sales, merchandising and advertising will be available to any advertiser or agency that cares to take advantage of it.

"My decision to come to Liberty," said Mr. Harwood, "resulted from a conviction that Liberty is the magazine that comes nearest to meeting the present needs of the national advertiser.

"A short time ago I had luncheon with one of the biggest advertisers in America. We discussed advertising problems, and both of us realized that the buying of advertising from now on must be adjusted to the new conditions. The situation today requires a closer scrutiny on advertising expenditures. It is now necessary for the advertiser to get more for his advertising dollar than ever before.

"A careful analysis of Liberty has convinced me that it is the one outstanding buy in America. Liberty has operated along different lines than

the other publications. It has not raised rates with every circulation increase. It has tried to give the advertiser an increasing return for his money—both in quantity and in quality of circulation. It has confined its circulation largely to the more important buying centers. By its policy of single copy sales, it is able to assure the advertiser that every single unit of circulation is wanted by the purchaser, and is read.

"I believe that because of the changed condition of business, 1931 will be a big year for Liberty Magazine."

Mr. Harwood's experience has covered buying, selling and the preparation of advertising. His first advertising experience was with the American Cereal Company (now the Quaker Oats Company). From there he went to the Gunning System, pioneers in outdoor advertising. Nineteen years ago he joined the Bondy and Lederer organization, which afterward became part of the General Cigar Company. For a number of years he was advertising director of the General Cigar Company.

Eight years ago he became advertising director of the American Tobacco Company, where he played an important part in the advertising success of Lucky Strike cigarettes and coöperated in the sales and advertis-

ing of other American Tobacco Company products.

When the American Tobacco Company reorganized the American Cigar Company, Mr. Harwood became vice president in charge of sales for that corporation which secured for Cremo cigars the nearest thing to 100% distribution that any cigar ever has had. This work took Mr. Harwood to all parts of America where he acquired a wonderful knowledge of local conditions and a wide acquaintance with dealers and jobbers.

During his advertising career, he has been active in the affairs of many organizations. He organized the Omaha Advertising Club. He was vice president of the New York Advertising Club. He has been a member of the board of directors of the Audit Bureau of Circulations and of the Association of National Advertisers.

In 1931 Liberty will continue to give the advertiser more for his money. Liberty guarantees 2,500,000 average net paid circulation. This is an increase of 250,000 over the 1930 guarantee. There will be no increase in rates for advertisers placing orders before January 1, 1931.

Liberty
A Weekly for Everybody

A Savings Bank Tells Its Customers Not to Save Too Much

THIS savings banks situation is getting more interesting, because it is becoming more complicated, every day.

One day, the savings banks let it be known that they are being embarrassed by the mounting stream of deposits. Some of them adopt certain deposit restrictions; others cut the dividend rates.

The next day, the Savings Bank Division of the American Bankers Association broadcasts a statement announcing that members are being urged to join in an advertising campaign aimed "to popularize savings accounts." The committee issuing the statement "now appeals to every banker in the United States interested in the savings business to join hands in support of a great campaign designed to enlighten the people."

While all this is going on, a few savings banks, here and there throughout the country, are spending their hard-earned money in newspaper advertising urging the public to "spend wisely."

In the November 6 issue of *PRINTERS' INK* there appeared a survey of the savings bank situation under the title: "Will the Savings Banks Encourage Spending?" This was followed in the November 20 issue by: "Will the Savings Banks Encourage Spending? *They Are!*"

And now we read about a savings bank which in newspaper advertising is pointing out the fallacy of setting too high a goal for savings.—*Editor.*]

A recent article in *PRINTERS' INK* on the savings bank situation suggested as an advertising theme for the savings banks: "From now on don't try to save so much. Spend some." The first part of that message is exactly what the Peoples

Savings Bank of Providence has been telling its customers for the last three months. This mutual bank, through its newspaper advertising, tells its depositors that saving is a good idea, but that like other good ideas it should be treated with moderation. A typical advertisement from the Peoples Savings series shows an over-ambitious householder staggering up the cellar steps with a great armful of storm windows. "A Good Idea—but take it easy," is the headline, and the copy reads:



Don't Go Too Fast The First 500 Miles

THE man who tries to burn up the road with a brand new automobile is liable to find himself with a car that won't go.

And the ones who try to start a savings account of too strenuous a pace for their incomes are the ones who can't make a go of it.

Smart saving at Peoples, at a sensible figure that does not drain your means—with 4½% interest always helping your balance to grow.

PEOPLES SAVINGS BANK
Savings—more
Interest—more
Money—more

Another Savings Bank Makes a Contribution to the Cause of Better Business

No one will deny that storm windows are a good idea, but this fellow seems liable to break his back carrying too many at once.

Let this Mutual Bank give you a hand at saving money in a gradual, easy way. Let regular, small deposits aided by 4½% interest build your balance up.

The same thought is dramatized in another advertisement entitled, "Take Somebody Your Own Size." The illustration shows a gymnasium scene with a trembling 100 pounder apprehensively awaiting a boxing match with a giant sparring partner. Here the copy advises against putting oneself on the short end of a one-sided fight by trying to tackle too much.

Still more counsel to take it easy is found in the advertisement,

"Don't Go Too Fast the First 500 Miles," in which a dejected motorist is ruefully gazing at the smoking hood of his automobile. Copy explains the situation as follows:

The man who tries to burn up the road with a brand new automobile is liable to find himself with a car that won't go.

And the ones who try to start a savings account at too strenuous a pace for their incomes are the ones who can't make a go of it.

Start saving at Peoples at a sensible figure that does not drain your means—with 4½% interest always helping your balance to grow.

The Peoples Savings Bank of Providence believes it is making a worth-while contribution to the cause of better business.

City of Seattle to Spend \$176,000 on Advertising

The Seattle, Wash., Chamber of Commerce has appointed the J. William Sheets Advertising Agency, of that city, to direct its advertising campaign for 1931. The appropriation for the campaign has been increased \$100,000 over that of last year and will amount to \$176,000 for 1931. Newspapers, magazines and other mediums will be used in the campaign which will advertise Seattle.

Plans for the program were outlined by Wylie Hemphill, president, at a dinner attended by about 800 Seattle business men. Seattle is planning to spend \$345,000 for advertising, it is also reported, in 1932 through the introduction of a bill in the legislature taxing property for advertising purposes.

John A. Laing, president of the Northwestern Electric Company, Portland, told, at this meeting, how \$170,000 of a \$250,000 advertising fund of "On-to-Oregon, Inc." for 1931 had already been raised.

Paul Thomas Joins Lyddon, Hanford & Kimball

Paul Thomas, for five years director of sales promotion of Cheney Brothers, New York, has joined Lyddon, Hanford & Kimball, Inc., advertising agency of that city. He was formerly a member of the firm of Hallings & Thomas, New York advertising agency.

Poole Electric Clocks to Martin-Pilling-Shaw

The Poole Manufacturing Company, Inc., Ithaca, N. Y., manufacturer of Poole electric clocks, has appointed Martin-Pilling-Shaw, Inc., Philadelphia advertising agency, to direct its advertising account.

To Hold Conference on Screen Advertising

On January 28, 29 and 30, the first national conference on motion pictures as an advertising medium will be held at the Hotel Roosevelt, New York, for the purpose of effecting a standardized relationship between the producers and exhibitors of motion picture advertising and the advertising agencies and advertisers. This conference, held under the auspices of the Screen Advertisers Association, will embody all of the details of present day motion picture advertising. Representatives from advertising agencies, advertisers, producers and distributors of both short and long length films, and manufacturers and distributors of equipment, materials, and accessories, have been invited to attend the conference.

A. A. Freeman to Direct Stanley Leather Sales

A. Albert Freeman, formerly metropolitan sales manager of the Russell Manufacturing Company, Middletown, Conn., and, before that, assistant to the Eastern sales manager of the Hickok Manufacturing Company, Rochester, N. Y., has been appointed general sales manager of the Stanley Leather Works, New York, leather belts, garters and suspenders.

Ehrich Galleries to Hazard Agency

The Ehrich Galleries, New York, have appointed the Hazard Advertising Corporation, of that city, to direct their advertising account. This agency has also been appointed to direct the advertising of the antiques and interior decoration business conducted by Mrs. Ehrich.

Thorndike & Magnuson, New Business

H. E. Magnuson, formerly advertising director of the Associated Factory Mutual Insurance Company, Boston, has become associated with Richard Thorndike, of Providence, R. I., in an advertising business known as Thorndike & Magnuson.

Change Name of Findlay Agency

The William Findlay Company, Ltd., Toronto advertising agency, has changed its name to Lord & Thomas and Logan of Canada, Ltd. The Findlay agency has been associated with Lord & Thomas and Logan for the last two years.

R. S. Chase Joins Angier Corporation

Robert S. Chase, formerly vice-president in charge of sales of the Safepack Mills, Inc., Millis, Mass., has joined the Angier Corporation, Framingham, Mass., in a similar capacity.

The Arizona Republican at Phoenix announces its Political INDEPENDENCE

IN the development of institutions, as in the progress through life of individuals, there are serious steps taken after thorough consideration and study, which are of vast importance not only to those directly related but also to all those with whom contact is only occasional.

Today The Arizona Republican announces an important change.

For forty years the growing service of this newspaper to the citizens of Phoenix and of Arizona has been such that its reward at their hands has been generous. A number of major changes other than growth in service have taken place.

When The Arizona Republican came under the forceful leadership of Dwight B. Heard, eighteen years ago, the policy of dealing fairly with all people, irrespective of politics, race, creed, or other differences, became more pronounced than ever. Irrespective of contending views or interests, the news columns were given fairly to all based on news value. In the past The Arizona Republican has been, editorially, independent Republican.

Now The Arizona Republican moves forward another man-size stride and announces its absolute independence of partisan politics. While political and governmental operation may necessarily be grounded on political partisanship, and while men and women may still hold to partisan views, it is now felt by this newspaper that its news and its views, too, as expressed in editorials, should not favor or harm any partisan cause because of partisan alignment of the newspaper.

Probably no partisan side of any question is ALL right and another ALL wrong. Nor does it seem possible to hold the ground that one party is ALL good and another ALL bad. Nor can it be possible that one party's principles are ALL proper and another's ALL wrong.

In announcing the complete independence of The Arizona Republican no new step in American journalism has taken place. Great publications



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from one coast to the other have become independent of all partisanship, in the belief that newspapers should not be slavish organs of political parties or of political leaders disseminating the propaganda of politics. During the last twenty years the great newspapers which have been developed have practically all been independent. In fact, so far has the movement grown that of the 1,949 daily newspapers in the United States 1,085 are independent.

This forceful step on the part of this newspaper is taken so that freer and greater service than ever may be rendered to its readers, its community and its state.

Issues fostered or positions taken in the future will be grounded on the conviction that the best interests of all will be served because of the PRINCIPLE or because of the principles of the MAN. Partisanship in any form will not be accepted by this newspaper as the reason for any action or any view. Such a position strengthens this newspaper's ability to defend the public's best interests.

For a number of years the aim has been to have the editorials, news and advertising unblemished by matter which should not enter the home. More forceful than ever, this newspaper will keep its ideals high and clean and helpful, thus contributing, in the fullest measure, to community interest and progress.

Mrs. Dwight B. Heard, chairman of the board, W. W. Knorpp, vice-president and general manager, and the other stockholders of The Arizona Publishing Company, constituting the active executives and department heads, join with the president and publisher in giving full voice and effect to this announcement of political party independence.

CHAS. A. STAUFFER,
President and Publisher.

»THE«
ARIZONA REPUBLICAN
P H O E N I X

Mrs. Gridley Spends a Dime

And Thereby Brings Up a Question of Interest to All Advertisers Who Charge for Samples and Booklets

By Don Gridley

MRS. GRIDLEY recently spent a dime. She has spent lots of dimes in her time, but this was a most interesting dime. She wrapped it in a piece of paper, folded it into a larger piece of paper and with it she placed a coupon on which she requested a sample package of a certain cosmetic.

A week or so later she received a polite note from the advertiser, thanking her for her request and pointing out to her that she had not enclosed the necessary dime. Mrs. Gridley, being a positive woman, knew she had enclosed the dime. Therefore she was angry. She tore up the note indignantly, threw it into the waste-basket and later, when I arrived home, told me politely, but acidly, what she thought of advertisers who preyed upon poor women for their dimes. Later she told several friends. In fact, the dime became quite an issue.

Knowing the advertiser, I also knew that he was not looking upon the dimes as a comfortable source of revenue. I knew further that women, even Mrs. Gridley, are careless and sometimes forget to enclose dimes that they are sure they did enclose. The irritating fact, however, was that even if Mrs. Gridley didn't enclose the dime, she thought she had and that was enough. The advertiser might have justice on his side, but no amount of justice could make up for lost good-will.

Several questions occurred. What percentage of inquiries received by advertisers who insist on money "to cover the cost of mailing, etc.," come in without the money? What percentage of women ever bother to sit down and send the money once they are informed of their remissness? How much good-will is lost because of these lost dimes and nickels and two-cent stamps? The best way

to find answers to those questions seemed to be to ask a number of advertisers. Following is a summary of their replies.

The highest percentage figure mentioned by any advertiser was 30 per cent, thirty women out of every 100, 300 out of every 1,000, who forget to send in their money. This advertiser, incidentally, required only ten cents.

The next lower figure was 13 per cent, the next 10, which was given by two advertisers. Three advertisers reported that from 5 to 10 per cent of their inquiries come in without cash.

The other replies ranged from 5 per cent to negligible. The fact that the majority of those answering my questions placed the figure below 5 per cent was significant, but I couldn't forget that 30 per cent, nor the other advertisers who reported more than 5 per cent.

Sixteen advertisers told me that regardless of whether the woman sent money they sent the samples anyway. They reasoned, logically enough, that in most cases the unremitted sum was a matter of carelessness and that in many cases where money was not sent the woman would think she had sent it. Therefore, to be on the safe side they ship the sample or the booklet asked for.

One advertiser explained his stand succinctly.

"If we don't send our sample, a lot of women are going to think we are pretty small. We don't want them to feel that way."

Of course, this opinion is based on guess. I was interested to know actually how many women would remit after receiving notification that the advertiser had received no money.

Six advertisers, I found, do send letters asking for the money and do not send samples unless the money is received. One advertiser reports that 30 per cent

Of the more than 2000 printing companies in New York City—probably 2% have the equipment, personnel and experience to do outstanding work. We pride ourselves on being one of the forty. May we prove it with samples?

OGDEN
 PRINTING CO., INC.
 209 West 38th St., New York

of the women thus notified remit promptly. Two advertisers reported 20 per cent, one advertiser 15 per cent and one advertiser 13.5 per cent. The remaining advertiser had no accurate figures.

In no case did more than 300 women out of every 1,000 remit upon being reminded of their carelessness. In one case, at least, less than 150 remitted.

Of course it is a matter of conjecture how many of those who do not remit were intentional in their original omission of money. Probably a goodly number. On the other hand there are also a goodly number who can be counted in the lost good-will column.

Several advertisers follow an interesting policy. Each of these offers both sample and booklet. Where no money is received they send the booklet, remind the woman that she hasn't sent any money, and tell her the sample will be sent on receipt of money. One of these advertisers gets as high as 50 per cent money returns from his letters. The others vary from 25 per cent to 30 per cent, with one exception. This advertiser reports only a 9 per cent return on a 25-cent offer. Oddly enough, the letter which gets only 9 per cent returns was one of the best sales letters of those I examined.

From the replies I received to my questions there are several unrelated answers that should be interesting to advertisers who do require money from coupon inquirers.

* * *

"We do not get money from about 10 per cent of our coupons. We send the booklet anyway. We are more interested in having customers receive our message, even at a loss of 10 per cent of the revenue, than we are in the lost revenue."

* * *

"Our inquirers who do not send money amount to only 1.6 per cent of those sending in coupons. We can't help but feel that the majority of people sending in requests are honest and sincere, and we would much rather incur a

little waste than run the chance of offending them."

* * *

"When we were offering a dollar introductory assortment of our products the number of requests received without money enclosed was much smaller than now when our offer requires only 25 cents."

Probably the main reason for this is that those people who take a chance that the advertiser will send the sample anyway feel there is little likelihood that they will get \$1 worth free.

* * *

"We have found it necessary to keep a black list of persons who apparently are taking advantage of our good nature. We have an excellent opportunity to check up on such cases inasmuch as we operate several subsidiaries under different names. When we receive the same letter addressed to two or three different companies, complaining that we haven't sent samples, we know something is wrong.

"The same thing holds true in connection with small cash sales which we make through the mails to individuals who do not have access to city stores. There is no question that a large number of people have discovered that if they write a manufacturer claiming to have mailed a remittance they will receive a package free of charge, and on various occasions we have received letters of this kind addressed to all of our subsidiary companies."

* * *

There are probably a lot of much more important problems than that of handling the coupon inquiry which does not enclose money. On the other hand, good-will isn't something to be tossed lightly aside. Therefore, if I were an advertiser, I think I'd hesitate a long while before doing anything that might threaten the good-will of even a few hundred prospects. That the majority of the advertisers I queried look at it that way makes me think I'm right.

Incidentally, Mrs. Gridley agrees with me. And that, as we say, is news.

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THAT'S what we mean!

Ralston Purina
Jewel Tea Company
Henry L. Doherty & Co.
White Sewing Machine
Company
Graton & Knight Co.
Swift & Company
Larkin Company
Penn Mutual
Gilman Fanfold
Westinghouse Electric
Harris Trust & Savings
Hibbard, Spencer, Bart-
lett
American Optical
Peck, Stone & Wilcox
Dictaphone
B. F. Goodrich
Hood Rubber
Williams Oil-O-Matic

Recently *System* offered prizes to its readers for the best reports on new methods and machinery for the Elimination of Office Wastes.

Among the readers of *System* who submitted reports in this contest were representatives of the companies listed.*

Just read this list!

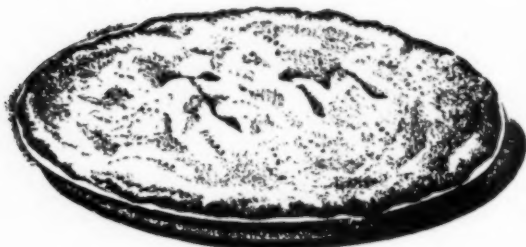
That's what we mean by *interested* readers among *worthwhile* units of American Business.

SYSTEM

*Individuals' names on request. MODERN BUSINESS MANAGEMENT

A McGraw-Hill Publication. Tenth Ave. at 36th St., New York
Boston, Philadelphia, Chicago, Cleveland, Detroit, St. Louis, Los Angeles, San Francisco

'Tis



Of course you remember the story of the old lady who, when asked why she marked all her pies T. M., replied, it was so she could tell them apart. On one kind T. M. meant 'Tis Mince. On all others it meant 'Taint Mince.

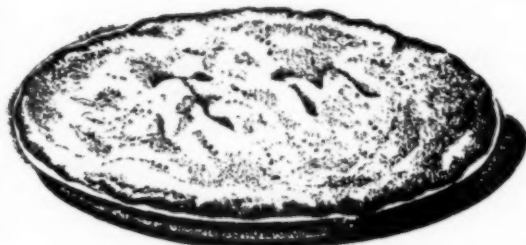
To the inexperienced advertiser seeking the Boston market all Bostonians look alike, and look good. Three million consumers, the fourth largest American market, spending millions of dollars a year for necessities and luxuries, just like the citizens of any other great metropolis.

But Bostonians, while apparently as much alike as the old lady's good pies, are distinctly divided into two groups. Fathered by tradition, heredity and environment, one group of Boston's population is as completely separate from the other group as 'Tis Mince is different from 'Taint Mince. This dual grouping must be understood and separately approached by any advertiser who wishes to sell to the entire Boston market.

The newspapers of the Hub have long recognized this condition and aligned themselves accordingly. Each serves the

BOSTON HERALD

'Taint



no, when group it feels best qualified to serve to the best advantage. The as so sh Boston Herald-Traveler has been the champion of one of these Mince groups for years. So strong is its hold on the confidence and re- spect of its readers that no other Boston paper has been able to market fluence them in the least. For that reason the other three ion con- major papers have elected to cater to the other group. millions Group importance is unmistakably indicated by advertising citizen volume. During 1929, as in preceding years, the Herald- traveler piled up a total advertising lineage that exceeded any the old previous record made by any Boston newspaper. Such advertis- Fathered g leadership indicates that the group served by the Herald- Boston's raveler is more important to the advertiser. This group can group as reached through the Herald-Traveler only. The rest of the grouping market, can be covered for the most part by one of the other y adver- ilies.

his con-
ves the

Advertising representative:
GEORGE A. McDEVITT COMPANY
20 Park Avenue, New York, N. Y.
914 Peoples Gas Building
Chicago, Ill.

For eight years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising among Boston daily papers.



AD

TRAVELER

**EVERYTHING
IS READY
—EXCEPT
YOUR NAME
AND ADDRESS**

Our 1931 Calendar
will soon be following
the path of its long
line of distinguished
ancestors to the desks

of inexorable "closing
dates." A gentle prod
to meandering mem-
ory, which will meet
your gaze with beam-
ing countenance, day
after day.

Now the plates are
finished, true in every
iota to the delicately-
toned color scheme of
Woodbury's original
sketch. Soon the
presses will hum and
the limited edition will
be gone.

ISAAC GOLDMANN
▲▲▲COMPANY▲▲▲
▲▲▲FOUNDED 1876▲▲▲
PRINTING OF EVERY DESCRIPTION
80 LAFAYETTE STREET—NEW YORK, N.Y.
▲▲▲TEL. WORTH 6080▲▲▲

of our friends of yes-
terday and today.

It will be an agree-
able office companion,
a pleasant reminder
of passing days, of
future appointments,

Please don't wait until
then to write in for
your copy. Send in
your name and ad-
dress now!

This Testimonial Kit Helped Increase Sales 225 Per Cent

These Testimonials Were Not Polished and Refined—They Remained
Rough-Hewn and Some Contained Kicks

By Kenneth Magers

WHILE it is perfectly true that salesmen belonging to a large organization are usually plentifully equipped with selling aids, the member of a small force must often make his way practically alone. Of course, the reason is that, with but a few kits to be prepared, the expense of the necessary artwork, cuts and printing drives the unit cost to a prohibitive height.

In selling gas home heating, the Union Gas and Electric Company and associated companies of the Columbia System operating in the Cincinnati district faced just such a situation. Its home heating sales force numbered just thirty men, working among a citizenry well steeped in the lore of heating with gas, a condition which made things doubly complicated.

Thousands of homes in the district have been heated with gas for years. The present intensive sales

and advertising campaign of the utility company has already experienced five years of uninterrupted life, with others of varying length stretching back in to company history. The usual run of sales arguments had been pretty well exhausted.

A very simple and obvious thing was done. A letter was dispatched to a considerable number of users of gas heating. This letter was very short and was carefully designed to avoid the appearance of angling for enthusiastic approbation. It stated that there was naturally an interest in the customer's welfare after the sale was made, asked how he liked gas heating and what advantage of the method most appealed.

The result was rather breathtaking. Replies came pouring in—many of them on letterheads of great concerns and from citizens of unquestioned prestige. Their



A Typical Letter and Photograph as Used in the Gas Home Heating Testimonial Book by the Union Gas and Electric Company

variety and originality of thought and expression established a reservoir of copy ideas and sales approach that will take a long time to exhaust.

In the production of several advertisements a week on one product over a period of five years, one is apt to conclude that the range of selling argument would be fairly well covered. But those letters contained points undreamed of before. And not trivial ones, either.

It is the impression of many advertisers that the testimonial has lost a good part of its power of conviction. Possibly some of this has come through its abuse in certain national campaigns. But there is something more than that.

The trouble with most of them is that they are too perfect, too polished in phrase, too slick in presentation.

According to what is apparently the best accepted practice, the letters should all have been re-written to make them models of English usage and pean of praise and then reproduced with the full benefit of the best engraving and printing methods.

But this wasn't done at all. And for two reasons: (1) cost would have been prohibitive, and (2) because something of a more authentic appearance was the goal.

With these two points in view, the letters were Photostated in uniform size to fit an $8\frac{1}{2} \times 11$ binder—Photostated with all their grammatical errors. Some of the letters contained a few mild kicks! The only concession made was in a few cases where the chirography was too illegible and a typewritten translation was pasted below the original text.

About 100 testimonials were in each of the binders supplied to the thirty men. These books had a meaningful look, for its wide use in engineering, legal and record work has imparted to the Photostat an air of serious authority and respectability.

But another thing: The publicity department of the company possessed a 4×5 press camera. Each of the homes was visited,

and at one swoop a release on the use of the letter and a photograph of the home were secured. Supplying duplicate prints of the photograph to the home owner did a lot toward getting permission.

On the back of each of the Photostats was rubber cemented a contact glossy print of the home. For binders a quantity of flexible leather affairs that had been on hand for some time served very well.

The completed books were accepted with almost a suspiciously great degree of enthusiasm by the sales department. And what is most unusual, this state of affairs continued.

The men admit that this new addition to their kit has contributed generously to beating the 1929 sales record by 225 per cent. Incidentally, 1929 was not a bad year, either.

The manager of the department goes so far as to say that the use to which a man puts the book determines how much he sells. He says that the sales standings of his men are in exact proportion to the amount of wear and tear their testimonial books show.

A practical advantage of the plan is that the books are easily kept up to date. Building a book to fit a territory or special sales condition is simple. A testimonial can be issued to one man or the force of thirty at reasonable cost.

An unpredicted development has been the great value of the photographs in securing and riveting the prospect's attention. The average prospect for gas home heating is almost invariably a home owner. Since your average home owner is usually an embryo architect, landscape gardener and real estate operator, this large collection of houses of all types is an attraction that cannot be denied. Of course, the photographs help immensely in comparing and visualizing heating cost figures.

New Business at New Orleans

The Arthur Advertising Agency has been formed at New Orleans with offices in the Canal Bank Building. Stanley Arthur, Jr., is head of the new company.

The Post . . . DID A JOB for Cincinnati

CONSTRUCTIVE dissatisfaction is the law of progress.

Seven years ago The Cincinnati Post was dissatisfied with the local political situation. It alone of the four Cincinnati newspapers plainly said so at every opportunity.

The better educated, thinking element of Cincinnati agreed with enthusiasm. The Post's circulation increased by leaps and bounds—43 per cent since 1925. And one morning Cincinnati awoke to find that a new charter had been adopted by a two to one majority.

A newspaper that wields so tremendous an influence is a strong newspaper. It attracts to itself that element of a city which is equally aggressive—the progressive, forward-thinking part of the city's population. The Post attracts this element to itself also because of the way it is written and edited, the accuracy of its news, the quality of its paper, and printing, the diversity of its features, the prominence of its contributors—Cincinnati's most interesting newspaper.

And because it reaches this ambitious element of Cincinnati—the cream of the city's population—The Cincinnati Post is your best advertising buy, read by 62 per cent of the families in Cincinnati.

POST CIRCULATION

1. City and Suburban 144,332
2. In the O. K. market 162,722
(Cincinnati trading area)
3. Total circulation 188,076

The Cincinnati Post

A Scripps • Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVE., N. Y. C.



MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of
MEDIA RECORDS, INC.

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

ALL OF WHICH I SAW



"...if I had to make the choice between
YOUR WELL-CONDUCTED PAPER,
EXCLUDING ADVERTISEMENTS
 and an inferior one admitting them, I
 should give preference to the latter."

Letter to *The Cultivator*, February 20, 1840

THE HISTORICAL NUMBER, MARCH 1931, WILL COMMEMORATE THE COUNTRY GENTLEMAN'S 100 YEARS OF SERVICE TO AMERICAN AGRICULTURE

IN 1831 John Westfield & Co., of 163 Mott Street, New York, made zinc kettles, pans, jars and firkins. In the first issue of *The Genesee Farmer*, the progenitor of *The Country Gentleman*, this firm advertised them in a column of fine type; and "they are cleaned," the advertisement advised, "with Brick Dust, with Soap and Sand, or with Hot Ashes."

The next ten years saw the insertions of one or two small advertisements per issue for garden seed, livestock, rose bushes and strawberry plants. And yet, such was the prejudice of the day, this slim

1831 ^{The} Country

THE HISTORICAL NUMBER, MARCH 1931, CLOSES FOR COLOR,

PART OF WHICH I WAS



advertising lineage caused the editors to write in 1840, when *The Genesee Farmer* was merged into *The Cultivator*, "So general has been the complaint against the admission of advertisements that we are compelled to decline their insertion in the present volume."

Almost at once C. B., of Ontario County, New York, a subscriber with ideas in advance of his time, dissented from this view. "With Mr. Allen of Buffalo I regret exceedingly that you have come to the determination of not admitting advertisements. I consider them half the spirit and interest of an agricultural journal." The editors recanted immediately in these words, "We have determined to issue an advertising sheet on the first of next month." And from that time on advertisements in increasing numbers began to appear; advertisements for pigs, calves, shorthorns, hay and cattle scales, bone dust, threshing machines, plows, sewing machines, harness, household remedies—everything in fact that the growing industrial age was beginning to supply the farmer and the farm home.

The Historical Number of *The Country Gentleman*, March 1931, commemorates 100 years of advertising and editorial service to the American farmer and farm industries. The editorial columns of the Historical Number will completely and adequately cover this remarkable development in agriculture and industry. But the history of these 100 years will be more fully told if the industrial establishments of America tell in their advertisements the romantic story of their unique contribution to the farm and the machine age. This is your opportunity. *The Country Gentleman*, Independence Square, Philadelphia.

Gentleman

1931

DECEMBER 25, AND FOR BLACK AND WHITE, JANUARY 10

"WE TAKE OUR BOW, Mr. National Advertiser"

The Association of National Advertisers, in convention at Washington, D. C., November 12, 1930, passed the following resolution:

Whereas, we as buyers of advertising must perforce be constantly on the alert to reduce our advertising expense by all possible means and hence are determined in the future to examine more closely into the quality of circulation and the actual purchasing power expressed therein rather than to seek for quantity circulation; etc.

That's just the reason alert advertisers have been buying space in the Boston Evening Transcript for the past 100 years.



BOSTON EVENING TRANSCRIPT

Highest ratio of BUYERS to readers

CHARLES H. EDDY CO.

R. J. BIDDLE CO.

Boston New York Chicago

San Francisco Los Angeles Seattle

Stop Selling to Illogical Prospects!

A Solution to Salesmen's "Red-Figure" Accounts

By P. H. Hammond

President, Armstrong Furnace Company

BUSINESS is becoming democratized—a highly desirable and healthy state of affairs.

We have carried out this idea to an extent that makes nobody around the place feel "too good" for any work in hand. For example, I do most of the actual man-to-man selling to the trade. This by no means indicates that I think I am the world's greatest salesman and that nobody could do as well or better. But the responsibility is mine, and selling is the most important job we have.

Some might describe our method as being selective selling. We prefer to look upon it as getting back to old-fashioned methods. And this seems to be a pretty good time to be old-fashioned.

Anybody who has gray hairs in his head can remember back to the time of the old-fashioned manufacturer in our line. He is the gentleman who would build the fire in the office stove early in the morning, sweep out, take the daily deposits to the bank, keep the books and do the selling. During spare time he would poke around in the shop and jack up the foreman. He would even drive the delivery wagon and look after the horse.

These old-fashioned firms laid the foundation for many a fine fortune; from them came many businesses which have grown great.

However, some of these fortunes, started by the old timer in his black sateen sleeve and cuff protectors, appear to be slipping these days or at least are having a very tough time holding their own.

Possibly the answer is in culling out some of the excessively ambitious and expensive selling methods that have fastened themselves upon modern business during the heydays just past.

During the last few years an enormous amount of waste motion and useless expense have crept

into selling. This feeling grew upon us to an extent that we decided that the sensible solution to "red figure" salesmen's accounts was for the president of the organization to do the job himself. This, of course, is not practical in large companies, although no doubt some of the essence of the plan would work even with them. Our organization is comparatively small and therefore flexible—just the right size for times like these when seemingly the only road to profits is through saving. I am not trying here to plagiarize upon any of Cal Coolidge's ideas. But I like to think of what would happen to any one of several businesses I could name if Mr. Coolidge were in charge of it these days.

Wasted Time

Money is wasted and time is wasted, even though heads of the businesses may believe that the highest type of efficiency reigns and that everybody around the place is working himself to death. When one considers the useless, pointless conferences by the dozens; the long-winded correspondence that says very little; the tons of unused advertising material foisted upon unsuspecting customers; the trips "to the Coast" presumably to settle weighty sales matters, whereas the sales manager really hankers for the air and scenery out there; the enormous long distance telephone bills and telegraph bills when letters would serve just as well; the bills for \$60 worth of entertainment given to "a very good prospect" in one evening—is there any room to wonder, in the face of the repeated and flagrant violations of these fundamental business laws, that we were due for a reckoning?

What is the real trouble with selling today? It isn't over-production that is doing the harm; it isn't over-capacity particularly; it

isn't the law of supply and demand so much.

The thing that is such a deadly drag on selling today is the illusion that price-cutting holds the key to fame and wealth, with consequently extremely low price levels and lack of profit.

One remedy for this situation—and I am speaking here specifically of the furnace business—is for manufacturers to raise selling prices and make money once again. Only a few days ago I called on a jobber who was unloading a 25,000 pound car of furnaces, shipped f. o. b. his city. The carload cost him \$1,000 or 4 cents a pound. That's a low price level for you—a price that makes a profit to the manufacturer only a dream.

It is obvious enough that if no manufacturer in the country would entertain the idea of accepting an order at such a price, the jobber in question would have just as readily paid somebody 8 cents a pound, if 8 cents a pound happened to be the price level instead of 4 cents. At 8 cents there are profits; at 4 cents there are none. There is only so much business anyway and no matter how low the selling price may go there cannot be a greater number of furnaces sold.

Ruinously and foolishly competitive prices such as these, with their consequent lack of net profits, have brought home to business executives today the fact that selling costs are away too high in proportion to the returns gained. And this makes them worry over possible ways and means of reducing the selling cost.

Under such conditions, who is better equipped than the head of the company to go out and sell? Let him, once and for all, demonstrate what should and must be done to hold old business and get new, and he has gone a long way toward solving the "red figure" salesman problem for his company. Of course if he cannot handle the situation, salesmen cannot handle it either, and his directors are better off without either him or the salesmen.

Meanwhile, the company anxious to economize on its selling without

taking from the efficiency of that selling, should remember the following:

Accounts do not have to be called on as frequently as many sales executives believe. Furthermore, thousands who are not even remotely prospects are being visited regularly.

We manufacturers who are anxious to conserve our resources and reduce selling expense should qualify our "prospects" thoroughly by mail before investing in lower berths, railroad tickets, meals, hotel rooms and so on.

Decisions to buy merchandise are not usually made so quickly that one must rush around frantically to catch the night train when a customer or prospect has made a simple inquiry.

Keep Your Shirt On

Keep your shirt on, Mr. Manufacturer, and qualify that prospect by mail before spending the company's money to travel 200 or 2,000 miles to meet him face to face. Also, if you are so eager to do more business at less expense, cultivate your own geographical area before sending representatives to Boston and San Francisco.

When you boil everything down to essentials and decide you are really in earnest about wanting to show a dividend in spite of retarded conditions, you will probably decide that a considerable portion of your trade can be served just as well, or maybe a trifle better, if you tackled a goodly portion of the selling job yourself. In these days, this kind of procedure is going to be more resultful than for the president to sit impressively in a curtained, carpeted office and send out long letters of advice, counsel, exhortation and admonition to salesmen who are quite likely to refer back to him anyway many problems that confront them on the firing line.

Possibly I am a bit presumptuous in being so emphatic in my findings and so free with my advice. I well realize that the set-up in our company is peculiarly adapted to the kind of selling I am suggesting here. So far as we know, we are the only furnace company selling

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exclusively to jobbers or distributors of some kind. By this I mean we sell orthodox heating supply jobbers, general hardware jobbers, plumbing supply jobbers, line-yard lumber companies and mail-order houses—no dealers.

By refusing to sell direct; partly direct and partly to dealers; wholly to dealers; or partly to dealers and partly to jobbers we escape a heavy expense incidental to dealer contact. This expense involves engineering departments for the use of dealers, resale assistance, time payment service and collection work. But in spite of our fewer outlets we manufacture and sell the second largest volume of boiler plate furnaces.

Thus dealing with fifty-one jobber customers instead of 2,000 retailers we are able to do the selling job in a specialized way and to have the president of the company put in his work where it counts for the most. But we could not begin to do this—and here, I believe, is a possible suggestion for larger companies whose selling cannot be confined as ours is—if we did not ruthlessly exclude many methods and practices that might be termed the non-essentials of selling.

One Reason Why Business Slips

There is too much fuss and ceremony about selling today; too much time and effort expended in preparing to make the sale rather than in actually making it. This, I suppose, is a product of unwieldy business; an inheritance from the day when business was so easy to get and profits so large that the matter of expense and impulsive, unnecessary effort did not have to be weighed so carefully. It has come on so gradually and insidiously that executives probably do not realize how much time and money actually are wasted in their organizations.

Why shouldn't the executive execute as well as direct? I know of more than one high-priced sales manager who, although a past master in the art of selling, has little or no personal contact with his trade. He sits in his office planning the strategy of the sales

effort, and has the delusion that he can do the best thing for his firm by trying to duplicate himself in his men.

Perhaps there is no help for this condition; and of course, in a large organization, no one man can do all the selling or even most of it. Just the same, it seems almost tragic that the best salesman in the place has to stay inside and exercise his talents and ability vicariously.

But is this executive after all so busy a man that he has no time to contact customers? I wonder if many of his so-called managerial duties are not superfluous and unnecessary. I wonder also if a good part of his perusal of reports and checking up on detail is not pretty much a waste of time.

Maybe he shouldn't be sales manager at all. Maybe he should be head salesman with one, two or a few working assistants. Possibly his title is what causes him apparently to overlook the possibility that selling, as well as managing, has its place in the making of sales.

I doubt very much if the average sales executive is half as busy as he thinks he is; and in that category I include myself and all the members of my organization.

Has Fountain Pen Account

The Educator Manufacturing Company, Oakland City, Ind., manufacturer of Educator fountain pens and pencils, has appointed The Van Allen Company, Chicago advertising agency, to direct its advertising account. Newspapers, business publications and radio advertising will be used.

J. H. Kribel with W. P. Bushell

John H. Kribel has been appointed representative in the Philadelphia territory of W. P. Bushell & Company, New York, merchandise advertising counselors. He was formerly sales manager of the Bridgeman Company, Philadelphia.

Packing Account for Allentown Agency

The Lehigh Packing Company, Allentown, Pa., packer of Cloverhill Rabbit Meat, has appointed Shankweiler-Mickley, Inc., advertising agency of that city, to direct its advertising account. Newspapers and direct mail will be used.

Sears, Roebuck to Solicit Advertising for Catalog

Plans for the 1931 spring catalog of Sears, Roebuck & Company call for the reversal of a long established rule with reference to acceptance of paid advertising. Advertising will be accepted, PRINTERS' INK learns, and will take the form of a four-page insert to be bound into the center of the book near the index. For some unexplained reason, catalogs intended for the Pacific Coast trade will have the insert bound in with the order blanks next to the third page cover.

The first page of the insert, it is reported, will be used to explain this new space selling policy. One page will be taken by "a big automobile manufacturer," it is learned, and still another by a "big publisher." The fourth page, it is understood, has been bought by one of the large railroad systems.

A rigid rule adopted by Sears, Roebuck restricts space selling to non-competitive merchandise. In other words, no manufacturer whose goods are sold by Sears will be permitted to advertise in the book. Sears is not running railroads, making automobiles nor publishing magazines. It believes, therefore, that it can extend its facilities for advertising such projects entirely without prejudice to its own general selling theme.

Cincinnati to Advertise

The city of Cincinnati, through its Chamber of Commerce, has adopted plans for a campaign advertising its advantages as an industrial center. The contemplated budget for this program, which will be accompanied by industrial development activity, is set for at least \$200,000.

The plan was formulated by a committee of five business men of the city, consisting of: W. F. Wiley, general manager of the Cincinnati Enquirer, chairman; John Omwake, president of the United States Printing & Lithographing Company; Bolton S. Armstrong, president of the Mabley & Carew Company; A. E. Anderson, director of the Moores-Coney Corporation; and P. O. Geier, treasurer of the Cincinnati Milling Machine Company. These and six others comprise the committee in charge of the program, to be headed by an executive director as yet unnamed.

Winningham Agency Adds to Staff

Francis A. Harper, formerly with Henri, Hurst & McDonald, Inc., Chicago advertising agency, has joined C. C. Winningham, Inc., Detroit agency, as a copy and contact man. Harold Murphy, who was with the Winningham agency four years ago, has returned to that agency as art director.

Join Stevens & Wallis

Harvey Williamson has been appointed art director of Stevens & Wallis, Inc., Salt Lake City advertising agency. M. L. Gowans has joined the copy department of this agency.

Joins York Heating & Ventilating

Edward Laing, formerly with the service department of the McGraw-Hill Publishing Company, and, at one time, with The Aitkin-Kynett Company, Philadelphia advertising agency, has been appointed advertising manager of the York Heating & Ventilating Corporation, Philadelphia.

Eastern Office for "The Farmer's Wife"

After December 1, *The Farmer's Wife*, St. Paul, Minn., will open its own Eastern offices in the Chrysler Building, New York. Thomas H. Cardoff, who has been associated with *The Farmer's Wife* for the last seven years, will be Eastern advertising manager.

J. H. Chase with Carpenter Shoe Company

John H. Chase, who has been with the Rochester, N. Y., office of Addison Vars, Inc., advertising agency, has resigned to join the Carpenter Shoe Company, Inc., of that city. For a number of years, he represented *The Shoe Retailer* in Philadelphia and later in Rochester.

Death of Ralph M. Bates

Ralph M. Bates, New England manager of the *American Exporter*, New York, died at Boston last week. He was with the *American Exporter* for two years and previously had been editor of the *Housefurnishing Review*, New York, for a number of years. Mr. Bates was fifty years old.

Cosmetic Account to United Agency

Maison Bertie, Inc., New York, distributor of the Maison Bertie line of cosmetics, has appointed the United Advertising Agency, New York, to direct its advertising account.

"Tennessee Industry," New Publication

Tennessee Industry is the name of a new magazine which is being published by the Industrial Publishing Company, Nashville, Tenn. A. P. Foster is editor and F. B. Wilson is publisher.

To Advertise for Farm Colonists

The Carpenter-Rogers Company, Dallas advertising agency, has been appointed to direct the advertising account of the South Plains of Texas, a farm colonization project fostered by the Lubbock, Texas, Chamber of Commerce and Board of City Development.

slightly ahead
Mining is less active and is expected to suffer even further declines owing to unsatisfactory statistical position and weakened price structure. We would therefore avoid essentially mining centers in sales programmes. Construction activity is below a year ago, but is better than average for this section. We think sales volume will continue to hold up well during the coming month.

A few cities in which sales are showing a marked increase are the

and are New York; Baltimore, Maryland; Camden, New Jersey, and Louisville, Kentucky, the last named of which is actually enjoying a higher volume of business than in 1929.

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United States

According to the October 25th issue of UNITED BUSINESS SERVICE, Louisville is the only city of any size or importance which shows an increase in business volume in 1930 over 1929. In spite of the marked decline of prices and the fact that 1929 was not an off year in this territory, Louisville and Kentuckiana (practically all of Kentucky and a large portion of Southern Indiana) continue to offer exceptional sales possibilities and this rich market can be effectively reached and covered at one low cost thru —

THE COURIER-JOURNAL THE LOUISVILLE TIMES

Audit Bureau of Circulations ♦ 100,000 Group of American Cities

Represented Nationally By The Beckwith Special Agency

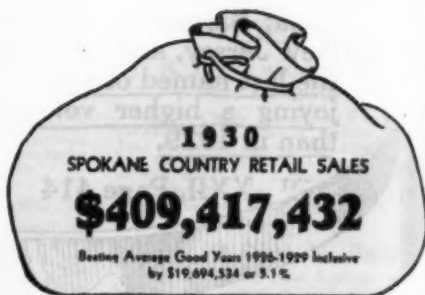


TRADE SURVEY Covering 10

1930 Spokane Cou

Or... \$19,694,534 5.1%

for the Good and



The Spokesman-Review and 95,000 Circulation (^{86%} UNduplicated) COVERAGE ^{SPOKANE} METROPOLITAN AREA 98.1%

That the Spokane Country is outstanding for intensive sales activity is due mainly, of course, to the fact that even normally the per capita buying power is 35% above the nation's average, and that the 563,438 consumers derive their income from well diversified sources: agriculture, lumbering, mining and manufacturing. According to the 1930 Markets and Media Reference Number of Sales Management, the Spokane Country ("State of Lincoln"), with a per capita spendable income of \$849, leads 37 states. Leads 32 states in automobiles to families. Leads 37 states in percentage wired homes. Leads 80 of 100 Major American Markets in number of towns over 1,000.

Adhering rigidly and always to the policy of First of all, NEWSpapers, THE SPOKESMAN-REVIEW and SPOKANE CHRONICLE for nearly half a century have been building enviable records as outstandingly influential newspapers. They have grown up with and covered completely their field, continuously through all these years. As media today their value through reader influence and prestige can best be measured, perhaps, by the fact that they have 95,000 circulation (86% UNduplicated) for a market of 102,247 urban families.

ring 10 Spokane Wholesale and Retail Firms Shows
 kane Country Sales \$409,417,432
 4,534 (5.1%) GREATER Than Average
 Good and Peak Years 1926-1929 Inclusive

GOOD YEARS
 1926-1929

SPOKANE COUNTRY RETAIL SALES

\$389,722,898

(Average for the four years)

Send For
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Spokane Daily Chronicle
 for 102,247 Urban Homes
 SPOKANE and 356 TOWNS (100 MILES) 98.4%

Exhaustive surveys show that THE SPOKESMAN-REVIEW'S and SPOKANE CHRONICLE'S home delivered coverage of the Spokane metropolitan area is 98.1% while their home-delivered urban coverage in Spokane and the 356 towns for 100 miles around is 98.4%. Altogether, through these two NEWS-papers you reach effectively nearly all the urban families of the great Spokane Country—according to Sales Management's figures, an annual buying power of \$372,189,674—truly a worthwhile coverage of a market worth winning completely.

In keeping with business generally in the Spokane Country, the general advertising lineage of THE SPOKESMAN-REVIEW and SPOKANE CHRONICLE, nine months this year, shows an increase of 10.3% over 1926 to 1929 inclusive.



COWLES PUBLICATIONS

WASHINGTON FARMER, OREGON FARMER, IDAHO FARMER
 —Over 110,000 Net Paid Circulation, 83% Unduplicated with Any Other Single Farm Paper—in a Field with Farm Buying Power 41% Above the Nation's Average.

A Profession Within A Profession . . .

Advertising has grown to be an honored and high-minded profession. Within that profession sprouts the seed of another—the profession of typography. This requires more than “clever comps” setting up “snappy ads”. It demands knowledge of business, of advertising, of art, of fashions, of world trends and cultural contacts. We bring to our work the professional standard of ethics, pride in performance and ideals of service.

Advertising Typographers of America

National Headquarters, 461 Eighth Avenue, New York

TYPOGRAPHY THAT



SETS UP AN IDEAL

BOSTON

The Berkeley Press
The Wood Clarke Press

BUFFALO

Axel E. Sahlin Typographic
Service, Inc.

CHICAGO

Bertsch & Cooper
J. M. Bundscho, Inc.
Hayes-Lochner, Inc.
Harold A. Holmes, Inc.

CLEVELAND

Skelly-Typesetting Co.

DALLAS, TEXAS

Stellmacher & Clark, Inc.
2715 Elm Street

DENVER

The A. B. Hirschfeld Press

DETROIT

Geo. Willens & Co.

INDIANAPOLIS

The Typographic Service Co.

LOS ANGELES

Typographic Service Co.

NEW YORK CITY

Ad Service Co.
Advertising Agencies' Service Co.
Advertising-Craftsmen, Inc. (A-C)
Advertising Typographers, Inc.
The Advertype Co., Inc.
E. M. Diamant Typographic Service
Frost Brothers
David Gildea & Co., Inc.
Heller-Edwards Typography, Inc.
Huxley House
Lee & Phillips, Inc.
Royal Typographers, Inc.
Supreme Ad Service
Tri-Arts Printing Corp.
Typographic Service Co. of N.Y., Inc.
Kurt H. Volk, Inc.
Woodrow Press, Inc.

PHILADELPHIA

Progressive Composition Co.
Kurt H. Volk, Inc.

PITTSBURGH

Keystone Composition Co.
Edwin H. Stuart, Inc.

ST. LOUIS

Warwick Typographers, Inc.

TORONTO

Swan Service

Animating the Inanimate

Art Methods Whereby Elements of Life Are Introduced Despite Apparent Static Character of the Subject Material

By W. Livingston Larned

THE more modern "still-life" illustration is likely to be imbued with life, and the change is an important one. Beautiful in composition and highly artistic as regards lighting and technique, the average still-life of former days nevertheless lacked a definite "something"—an animating influence. The human eye always reacts most favorably to movement, and static groupings did not overcome the handicap.

It has been said, by those who study such problems, that even the most attractive and scientifically produced still-life illustration is 50 per cent less effective, in an advertising sense, than a picture in which there is life, movement and figures.

Not until recent years have artists and photographers attempted to solve this problem. The still-life was all that the name implied. Under a more progressive regime, action is combined with that which is apparently static. The lifeless object is given life.

And the methods employed are usually simple enough. It is strange that they did not occur to those who produced such pictures in years gone by.

Tradition had always said: "Action is not a logical part of a still-life composition. Its charm is in

its repose, its restraint." But advertising answered by saying: "We must catch the restless public eye. Action is the most potent agent in this regard. Is it not possible to combine many of the artistic virtues of the old school with animation?" And the response by

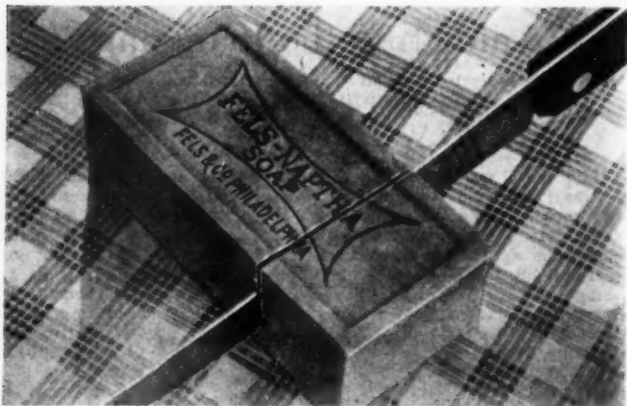
both artists and photographers was: "Yes."

Some of the compositions have been very beautiful in their basic ideas as well as in their actual art techniques. There is the quite exquisite full-color page for Beech-Nut Orange Drops in which the package is featured. It is tilted, at the top of the space, and bright, golden tablets scatter down from it, taking their places against a large spray of orange blossoms. And no great imagination is required to interpret the selling significance of the artist's picture—those Beech-Nut discs become symbols of real oranges on the tree.

But a still-life study of a mere package is transformed. There is action in the wind-stirred mass of leaves and blossoms and in the downward spilling of the orange drops. This, then, is a superior example of the newer type of still-life advertising illustration. Formerly, the package and a few tablets would have been grouped



*Just a Picture of a Glass of Lemonade—
But It Has Life and Sparkle—It Ap-
peared in Color in a Sunkist Lemon
Advertisement*



A Cake of Soap Is Certainly Inanimate—Yet Merely by the Inclusion of a Knife in Action the Advertising Illustration Above Becomes Animate

against an artistic background, and action would have been missing.

In compositions for the Banana Growers Association, with full color as a decided asset, the inanimate becomes animate in much the same attractive, eye-compelling manner.

"What! Bananas in Orange Juice?" the headline challenges, as a new use is described. And the illustration is an original painting of a lush, yellow orange, on end, the skin peeled back to expose the tempting fruit. And from the upper right-hand corner projects a red-handled fruit knife of the prevailing style. It is slicing off sections of the banana, and these, in turn, roll down the page and into a serving dish containing orange juice.

No hand holds the knife and no hand seems at all necessary. But there is "a sense of action" in practically every detail of this remarkable picture. This proves, of course, that inanimate objects need not be animated by a living presence. Nor does the eye demand it.

For a ready-to-use cake flour the artist shows the corner of a table and a heaping plate of cookies. They have been made in special, unique molds which lend to the appeal of the illustration, but the

animating idea has to do with building blocks in the background just as they have been left by active little children. A castle has been erected—a wonderful fairy palace. And you can almost see the youngsters themselves, although they are not present; hear their chatter and the click of the blocks on the polished surface of the table. An added feature is to be commended: Six blocks face outward with their six letters and the word "Health" is spelled out neatly enough.

It would be unfair to intimate that such accessories detract from the picture of the product itself, for they really enter into the story-spirit of the layout and are a logical part of it. A bottle of perfume, born of Paris, is placed upon a dressing table beneath the mellow illumination of a very modern lamp. The light alone would cause this container to take on qualities of life and action, but the real genius of the picture was in the selection of the lamp shade. It pictured, around its circle, a lively, colorful scene on a Paris boulevard, after dark, with lights glistening. And there were the familiar characters of such a scene, from the gendarme with his cape, to the lumbering wagon,

market-bound, with vegetables.

This lamp shade provided all necessary life and action, although it was no more than a static picture of its subject.

One interesting campaign posed the product with famous pieces of statuary, with a like result. And there was a chaste beauty and dignity to the series which made it vigorously distinctive.

The very simplest ideas will often animate the inanimate. I was recently privileged to observe a surprising demonstration of this. A series of six advertisements for buckwheat flour was being assembled, and one color photography plate had been completed and submitted for committee consideration. The flapjacks were certainly realistic to the last possible degree of reproductive detail. The china was charming and the tablecloth a modish breakfast pattern, just over from Paris. Silverware selected by a domestic science expert added atmospheric interest.

But the committee agreed there was something lacking and this criticism seemed unanimous.

One man present made a suggestion. And a week later a new picture was shown to the same gathering. There were sincere exclamations of approval, of enthusiasm. "That's it!" was the verdict.

Substantially, the subject matter was exactly the same. There was a section of the breakfast table, the snappy spread, silver and a plate of buckwheat cakes, all in natural colors. But one more element had been added. And that did the trick.

There was a large lump of butter atop the cakes, brilliant, buttercup yellow. The heat from the cakes had partly melted it. The butter was slowly spreading out over them, in the most natural

way. And this minor hint of action was sufficient to change completely the advertising status of that illustration. The melting butter accomplished it. One man's suggestion solved the problem. This thought was, carried out through the entire series of color photography studies and if you have seen them, you must admit

WHAT!

BANANAS IN
ORANGE JUICE?



Illustrations for the Banana Growers Campaign Are "Different" Because They Are Filled with Action

that the melting square of gold "makes" the campaign in an illustrative sense. The campaign is mentioned since it so adequately illustrates that no sensational material is necessary to give zest to the still-life picture of other days.

A new series of advertisements for a fine brand of canned spaghetti, Italian style, is based, pictorially, on famous paintings, all Italian. The tin, and a prepared dish, artistically composed and lighted, are allowed foreground position, while on the wall, in the background, the framed reproductions of the canvases are shown dimly. This latter feature, in each instance, has been made from excellent copy, and the subjects are characteristic of the country. Some of them have figures while others are landscapes. But in each layout

there is an echo of life, of human interest, as reflected in and by paintings. The objective is attained, therefore, by indirection.

For at least three years pages in color for Sanitas wall coverings have expressed, with rare skill and feeling, the possibilities of still-life, plus this indirect hint of a living presence.

The patterns are given in detail, on walls, and generously, while the foreground material, kept surprisingly simple, manages to inject a note of action. It may be only a reading lamp on a table, an open book, the marker in place, and a chair, pushed aside, but you know that someone has just been "in the picture" and will return presently.

And in a similar manner, a series of color paintings for Kenwood blankets injects life, with no actual characters in any of the compositions. A bed is shown, ready for the sleeper, sheets and blanket thrown carelessly back. A newspaper, a favorite book, a bowl of fruits and a fruit knife, on the table within easy reach, slippers tossed upon a chair, all of these are pictorial factors which imbue the pages with action. And they help tremendously. Eliminate them and the still-life is indeed that, and nothing more, in a painfully literal sense.

It has been mentioned that the inanimate object may be skilfully brought to life, although violating every known law of "things as they are," as in the Banana Association illustration. These ideas are even more attractive and compelling than accessory pictures which merely suggest action.

There was the series of newspaper advertisements three columns wide, for bacon. A plate of crisp bacon is drawn very carefully, and above it, poised, in action, as if just ready to fasten upon the product, a knife and fork. The arrangement is such as would come to pass if someone were seated before that dish, with the knife and fork, and that someone eliminated.

A second composition shows the bacon sizzling in a pan on a range, and a kitchen fork is suspended in the air, in the act of turning the

slices, one by one. But there is no cook, no hand, no figure. Yet you feel the presence of an attentive chef.

One other layout incorporated a breakfast serving, while a fork was lifting a piece of bacon. Again there was no figure—not so much as the ghost of one. They were remarkably effective, these drawings, and with every ounce of action concentrated upon the product alone.

It is no new idea to tip syrup pitcher and containers and to spill their contents out, in a natural manner, with no figure work of any kind included, but comparatively few campaigns appear to grasp the possibilities of the plan and adopt it for their own schedules and problems.

Even when a campaign seems to call for a vast amount of dignity and a conservative pictorial presentation of the product, with few accessories and no human characterization, there are vast possibilities in the direction of this new animation of the still-life photograph or original drawing.

Arthur H. Little, Editor, "System"

Arthur H. Little, who has been a member of the editorial staff of the *PRINTERS' INK* Publications, has been appointed editor of *System*, New York.

For eight years Mr. Little was associated with the Burroughs Adding Machine Company, where he edited its publication, *Business*. As a member of the White Company, he edited "The Albartross," and while with Evans-Winter-Hebb, Inc., Detroit, he edited "The Crest," house magazine for the Cadillac Motor Car Company. He has also done special advertising work for a number of large corporations and is the author of a book on business writing.

To Represent National Process Company in Philadelphia

Edwin D. Wilson has been appointed Philadelphia representative of the National Process Company, Inc., New York. He will have his headquarters at the Philadelphia office of the company.

Joins Kirkgasser Agency

H. Falvey, formerly with Henri, Hurst & McDonald and also with the McJunkin Advertising Company, both of Chicago, has joined George J. Kirkgasser & Company, advertising agency of that city, as an account executive.

THE BANKER IS IN YOUR PICTURE!



“Chasing Butterflies” Doesn't Pay Dividends

Everything considered, “chasing butterflies” may be a diverting pastime but it doesn't pay dividends.

That's why national advertisers who are careful about spending their advertising dollar insist that the magazines on their schedule carry their message to an influential and productive field. Every reader must be present and accounted for. In 1931 all publications will undergo an acid test of close scrutiny and careful investigation.

Good! With a constantly increasing number of new subscriptions from the foremost bankers and bank directors the *Journal* can give proof positive that it is covering one of the most important group of business men in the country. Any yardstick of measurement you may devise will convince you that you are not “chasing butterflies” when you buy the *Journal* audience.

AMERICAN BANKERS
Association
JOURNAL

110 E. 42nd STREET NEW YORK CITY

EDITED BY JAMES E. CLARK

"From enlarged diffusion of articles and services you cheapen costs and thereby you are a part of the dynamic force which creates higher standards of living." (From President Hoover's address to the Association of National Advertisers on November 10th, 1930.)



When is a bargain ... NOT a Bargain?

JUST at present you and several million other people are anxious to make your money go as far as possible.

You watch prices closely; you want to be sure of your money's worth, and that is fine.

But when you look at a price — look at the name that goes with it.

An unknown name on a bottle or can or package or price tag means unknown quality.

And when the quality is unknown — you don't know whether the price is high or low.

That's one of the reasons why unknown products are not the bargains they sometimes seem.

They do not publish their quality. They seek your confidence by setting themselves up in comparison to articles you have learned to know and trust through experience and advertising.

Sometimes their only recommendation is a low price—sometimes they are handed to you without comment in place of what you asked for—sometimes they are urged upon you as "better" than the brand you went into the store to buy—and often at a higher price.

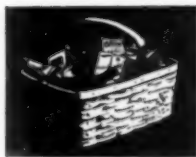
Instinct tells you substitution is wrong—listen to your own best judgment.

Insist upon the articles you know by name—and know what you get for your money.

When a manufacturer advertises his products in your local newspaper or in magazines, what he offers for sale is not good because it is advertised—it is advertised because it is good. The manufacturer has confidence in its quality—that's why he stakes his reputation and his profits on winning and holding your good will.

PICTORIAL REVIEW believes that unknown substitutes rarely offer quality and purity as certain as you will find in known and advertised goods.

As a great woman's magazine, reaching two and a half million homes, PICTORIAL REVIEW feels a genuine interest in seeing that the confidence of women is not abused.



In justice also to the manufacturers who offer you honest products and to the dealers who sell them, this frank discussion is published here.

C. Refuse substitutes; buy the advertised brand every time!

C. One of a series of advertisements—full pages—metropolitan newspapers—published by PICTORIAL REVIEW in the interests of advertised merchandise.

• A N N O U N C E M E N T •

After December 1st THE FARMER'S WIFE Magazine will open its own Eastern offices.

For a long period of years Mr. Wallace C. Richardson and his associates have ably contributed to the advertising growth of THE FARMER'S WIFE.

Changes, however, in the selling policies of both organizations alone make this step necessary.

MR. THOMAS H. CARDOFF

who has been associated with
THE FARMER'S WIFE for the past 7 years is
EASTERN ADVERTISING MANAGER
with offices in
THE CHRYSLER BUILDING

THE
FARMER'S WIFE
WEBB PUBLISHING COMPANY, SAINT PAUL, MINN.

The Bell Building
Chicago, Ill.

The Chrysler Building
New York, N. Y.



From a Westinghouse magazine advertisement to appear in December

“Meet the Wife”

Introducing—Mrs. Santa Claus

By S. H. Pittman

Manager, Sales Promotion Section, Westinghouse Elec. & Mfg. Co.

“I’M going to take a hand in this, Nicholas.” Thus she spoke from the headline of a suggested magazine advertisement for the Westinghouse Christmas appliance activity. And she certainly is taking a hand.

Mrs. Santa Claus has come to life and gone modern. Tired of being a stay-at-home, tired of sewing frills on doll dresses and painting blushes on their china cheeks, tired of being an unheard of character dwelling in the oblivion of the North Pole, Mrs. Santa Claus has taken a hand in her husband’s business. And after all, the grown-ups do need a woman’s help around Christmas time—a Mrs. Santa Claus who knows what to select for wives and wives-to-be, for mothers and aunts and sisters; yes, even for husbands and bachelor brothers.

At least, she’s adding a refresh-

ing note to the Christmas advertising campaign on Westinghouse table and heating appliances. For the entire Westinghouse campaign this year is built around the personality of Mrs. Santa Claus, who being a woman and keeping a home herself, knows just what gifts to suggest when the problem centers in the home.

For years and years Christmas advertising has featured Santa Claus. And he has done his job well. He has supplied an atmosphere that was necessary to Christmas advertising, but lately he has—well, to be frank—been verging toward the monotonous. Something new, has been needed, something refreshing—especially in our Christmas appliance advertising.

Electrical gifts are ideal Christmas gifts, they are appreciated by women who receive them, and they fill a real need in the home. But

because they are so closely linked with the home, and because surveys have shown that the majority of electrical appliances are purchased by women, we felt it important to inject a woman's personality—either real or fanciful—into our campaign for this Christmas.

This personality finally resulted in the creation of Mrs. Santa Claus. We felt that her husband's widespread reputation would serve as her credentials, and that the interest aroused by the surprising debut of this long-unknown wife would be far superior to that of any other feminine personality whom we could create.

The first problem concerned Mrs. Santa's physical appearance. So far as we know, even the most enterprising reporters have failed to include her in one of their many interviews. Was she round, buxom, and old-fashioned? Or had she, too, been caught up in the tide of modernity and become chic, slim and a proponent of the "art of gracious living."

Obviously, to sell Westinghouse appliances to modern women she ought to reveal the latter characteristics. So Mrs. Santa is being characterized in all Westinghouse table and heating appliance advertising as a trim, modern little lady of thirty-five, who is up-to-the-minute on all present-day matters, especially those concerning the home.

The dominant idea of the campaign is a blunt, "Meet the Wife." On the front cover of the special portfolio which contains the complete Westinghouse Christmas Appliance campaign for 1930, Santa Claus, more jolly than ever, is shown proudly introducing his trim little wife. The material shown in the portfolio—the window displays, the newspaper advertisements, and



Meet the
WIFE
Let Mrs. Santa Claus
help you select your
Westinghouse Electrical Gifts

*Window Shoppers Will Be Introduced to Mrs. Santa
by This Display Card in Colors*

the direct mail—all feature Mrs. Santa Claus prominently while the copy explains how she happens to be here this Christmas and why she recommends Westinghouse electrical appliances.

The window display set for this Christmas campaign comprises a large three-color window card and several small price marker cards. The large card is an enlarged reproduction of the portfolio cover showing Santa presenting Mrs. Claus, and on it appears the copy, "Meet the Wife—Let Mrs. Santa Claus help you select your Westinghouse Electrical Gifts."

As a retailer handling our complete line of electrical appliances would have in stock a number of different items such as toasters, waffle irons and percolators, among which a considerable price variance exists, some scheme by which these appliances could be associated with Mrs. Santa Claus and at the same time the list price of each could be set forth was desirable. This need was filled by our Mrs. Santa price marker card. The

price marker cards are a cut-out of Mrs. Santa and have copy to the effect that "Mrs. Santa Claus suggests this Westinghouse Electrical Gift."

An important feature of this campaign, or of any of our appliance advertising campaigns, is our newspaper advertisements. A series of suggested newspaper advertisements are incorporated in this portfolio, and mats or stereos are offered the retailers free of charge. All of these advertisements feature Mrs. Santa Claus both in illustration and copy.

A gift suggestion folder illustrating, describing and giving the list prices of the complete line of Westinghouse appliances is also an important part of the campaign. This folder, which is furnished the retailer for sending out with bills, or for use as a package insert, a counter pick-up piece, or for the retail salesmen to use to hand out to their prospects, is made up as a gift suggestion list from Mrs. Santa Claus.

Again Mrs. Santa appears in the magazine advertising which supports this campaign and which will appear in December. The title of this advertisement is "I'm going to take a hand in this, Nicholas." The illustration and copy explain how it is high time that the feminine element in the Santa Claus household should claim its rightful share of Christmas work, and also point out how Mrs. Santa's tastes run toward Westinghouse electrical appliances. A coupon at the bottom of the advertisement requests a copy of the Christmas folder, "Mrs. Santa Suggests," and the hundreds of leads secured from these coupons coming in to Westinghouse will be sent out to the respective retailers in every part of the country.

An added feature of the dealer-help material which we are offering our appliance dealers this Christmas is a set of three Christmas display pads. These pads are intended for the counter and showcase and are to be used in the same manner as the pads always found on a jeweler's show case. Just as a wrist watch or a diamond ring shows up to better advantage when

seen against the rich background provided by these jewelers' pads, so a chromium plated waffle iron, a gleaming toaster, or a graceful percolator of classic lines becomes even more lustrous when presented on one of these beautiful backgrounds.

These display pads are made of du Pont Fabrikoid in an interesting pattern with embossed gold lettering. They are finished in contrasting colors—rich black, deep orange, and a cool green. The lettering on each pad is the same—the phrase "Westinghouse Electrical Appliances" telling the complete story. The permanence of these pads and the fact that their design is not confined to holiday decoration insure their being used long after Christmas is forgotten. Our dealers and utility retailers will be urged to use these show case pads whenever presenting an appliance for a customer's inspection.

The "Meet the Wife" campaign and the Christmas advertising material must be merchandised. To merchandise it properly we took two steps—one before our salesmen presented the campaign to our customers, and the other after our plan had been accepted and the actual Christmas shopping season was at hand.

The first step consisted of a three-color teaser card, the illustration on which is also a reproduction of the front cover of our portfolio, showing Nicholas presenting his good frau. This card says, "Meet the Wife . . . Westinghouse will soon present Mrs. Santa Claus."

This was the opening shot of the Christmas campaign and was sent out by most of our jobbers to all the electrical dealers and central station stores in their respective territories around September 1.

Within a few weeks after the mailing of this teaser card our jobber salesmen and our own salesmen took their "Meet the Wife" portfolio and started around their territories closing orders for appliances and helping the retailer plan his Christmas advertising.

After the dealer and other retailers have received their stock of appliances and their Mrs. Santa

advertising material, what then? Is the job finished, as far as Westinghouse is concerned?

It is not, for our dealers and utility outlets must be kept conscious of advertising Mrs. Santa Claus and the unusual appeal which she presents. Moreover, they must be kept conscious of Mrs. Santa and all the ways in which Westinghouse is helping them at precisely the right time—and this, of course, is when the streets are jammed with milling crowds of Christmas shoppers.

This is where the second step—mentioned above—does its duty. It keeps the retailer thinking about Mrs. Santa Claus and how he can get the most out of the Westinghouse advertising material which has been sent to him.

This supplementary activity consists of three mailing pieces, designed to be sent out by jobbers—or in some cases, where it is considered more expedient—by our own district offices on November 24, December 1 and December 8. Each mailing piece consists of a single sheet printed on one side which may be folded and used as a self-mailer, or sent out with a letter giving additional ideas and the selling points of the various appliances in the Westinghouse line. Each mailing contains promotional ideas—window display suggestions, ideas for featuring Mrs. Santa Claus to the greatest possible advantage, suggestions concerning the most effective way to use the newspaper advertisements and Christmas folders, and general selling ideas which will be especially helpful at Christmas time.

The mailing which went out on November 24 contains ideas which the dealer can use during the first week of December, when the first big rush is starting and when pocketbooks are fairly opulent. The second mailing contains ideas which are especially pertinent toward the middle of the month, while that going out on December 8 gives last-minute suggestions for making every sale possible.

These three follow-up mailings round out the Westinghouse Christmas Appliance Campaign. We feel

that this campaign leaves no stone unturned to get the Mrs. Santa Claus story across to the utility merchandisers, to dealers handling our appliances, and to the consumer public. The most interesting feature about the campaign is the fact that a single idea—Mrs. Santa Claus—transformed an ordinary activity into one which we feel is unusual, refreshing and which will go far in increasing our Christmas appliance business.

Utilities Group Enlarges "Better Copy" Contest

The Public Utilities Advertising Association has expanded its annual "Better Copy" contest for 1931 to include consideration of direct mail, car cards, and poster advertisements, as well as newspaper advertising. The purpose of the contest is to maintain high standards in public utilities advertising copy, to award recognition to outstanding work and to provide all those associated in public utility advertising work with a collection of representative advertisements. Winning advertisements will be included in a booklet published for the latter purpose.

Engraved plaques will be awarded as first prizes in each of the various classifications into which the contest is divided. Certificates of award will be presented to second and third prize winners. The National Electric Light Association, the American Gas Association, the American Electric Railway Association and the Advertising Federation of America are co-operating with the public utilities group in making these awards.

The classifications in which advertisements will be judged include electric institutional; electric new business; gas institutional; gas new business; electric and gas merchandise advertising; electric, gas and transportation financial advertising; and electric railway and motor coach transportation advertising.

The competition embraces advertisements published during 1930, the final date for entries being February 21, 1931. Eric W. Swift, Commonwealth Edison Company, Chicago, is chairman of the Better Copy committee in charge of the contest. The board of judges consists of representatives of the four associations and Mr. Swift. Members are: Alexander Forward, Keith Clevenger, Charles Gordon, Labert St. Clair, Paul S. Clapp, George F. Oxley, Earle Pearson, Don M. Julien, T. J. McManis, J. C. McQuiston and Irving M. Tuteur.

Theatre Service Corporation Appoints Brann Agency

The Theatre Service Corporation, New York, producer of Screen Broadcasts and Vogue Fashion Films, has appointed W. L. Brann, Inc., New York advertising agency, to direct its advertising account. Business papers and direct mail will be used.

At the END of the

3rd

QUARTER

DE LISSER'S report of Net-Paid Advertising Linage in Seattle newspapers for period from January 1 to September 30, inclusive, is as follows:

LOCAL DISPLAY

THE SEATTLE TIMES	6,374,674
2nd newspaper	3,372,672
3rd newspaper	3,089,732

NATIONAL ADVERTISING

THE SEATTLE TIMES	2,490,307
2nd newspaper	1,698,268
3rd newspaper	952,730

CLASSIFIED ADVERTISING

THE SEATTLE TIMES	2,880,260
2nd newspaper	1,804,027
3rd newspaper	894,794

The Seattle Times' circulation is the largest (and most responsive) circulation available to advertisers in the Seattle Trading Area. Average for six months ending September 30th: DAILY, 102,292, SUNDAY, 141,093.

THE SEATTLE TIMES

O'MARA & ORMSBEE, Inc., National Representatives
New York Detroit Chicago San Francisco Los Angeles



There's a difference to the advertiser between an industrial publication that is merely received, seen or read and one that the reader rates of value.

A recent survey shows that there are 72 construction publications; but two of these publications . . . *Engineering News-Record* and *Construction Methods* together . . . have as much value editorially and in the selection of equipment as all the other 70 publications combined.

The survey was made . . . without the knowledge of *Engineering News-Record* and *Construction Methods* . . . by the research department of an advertising agency for the benefit of a leading manufacturer of construction and earth-moving equipment. A questionnaire was sent to the men who influence buying in the construction field.

ENGINEERING NEWS-RECORD

For the men who are interested in the broad technique of engineering design and construction and the overhead problems of the construction industry.

ABC
ABP

McGRAW-HILL PUBLICATIONS . . . TENTH

HERE are the questions asked of these constructors and their answers:

Which is of most value editorially?	Per cent of votes
<i>Engineering News-Record and Construction Methods</i>	47.5%
All 70 other construction publications (national and regional)	52.5%
Which is of most value in selecting equipment?	
<i>Engineering News-Record and Construction Methods</i>	49.7%
All 70 other construction publications (national and regional)	50.3%

Letting the buyers themselves give you their opinion is a pretty good way to measure the advertising worth of publications. And that's what this survey does: It enables the buyers to tell you how highly they value this sales team . . . *Engineering News-Record* and its partner, *Construction Methods* . . . as a help editorially and as a guide in selecting equipment, machinery, materials, tools and supplies. Together these two publications function as a single unit of coverage of the entire industry. Details of the survey will gladly be shown you by the nearest representative whose name is listed on this page.

Construction Methods

A pictorial publication for method-minded men, featuring their practical, bread-and-butter interest . . . the everyday technique of construction operations.

•
ABC
ABP

Representatives

Boston: R. C. Greiner, 1427 Stetler Bldg. Phone: Hubbard 4911.

New York City: A. B. Cozens—Charles S. Holbrook—H. C. Ely, 285 Madison Ave. Phone: Lexington 3161.

Philadelphia: William Van Kleeck, 1600 Arch St. (Middle City Station). Phone: Blitzenhouse 0470.

Cleveland: E. E. Duff, Jr., 501 Guardian Bldg. Phone: Main 1991.

Detroit: A. W. Fisher, 2-257 General Motors Bldg. Phone: Northway 6924.

Chicago: F. G. Hudson—E. H. Leslie—H. M. Thompson, 520 N. Michigan Ave. Phone: Whitehall 7906.

St. Louis: C. B. Walte, 1536 Ball Telephone Bldg. Phone: Main 1069.

San Francisco: H. C. Worden, 883 Mission St. Phone: Davenport 3100.

Los Angeles: H. C. Rowell, 632 Chamber of Commerce Bldg. Richmond 2264.

Greenville, South Carolina: A. D. Oliphant—Howard Snow, 1303 Woodside Bldg. Phone: Greenville 4238.

Dallas, Texas: T. H. Buckley, 393 Thomas Bldg.

AVENUE AT 36th STREET, NEW YORK, N. Y.

Advertising Ideas—How They Are Sometimes Created

The Train of Thought Induced by Reading Other People's Advertising

By Louis M. Cottin

EVERY adman has at some time or other faced the problem of answering the sweet young thing who lisps, "But where do you get the *ideas?*" . . . followed immediately by the remark, "It must be perfectly *fascinating* work."

Fascinating it is . . . but somehow, when an assignment is handed to us which requires the advertising of a product no different from any other product of the same kind on the market, the fascination gives way to despair and we think painfully about how easy it would have been for us to study law.

There's no need to prove the fact that such assignments exist. Any hard-working adman, properly encouraged (and some with no encouragement whatsoever) will be glad to unfold the tale of how he took Dinkus Perforators out of the rut of sameness in copy or art, or sales appeal. And, mind, you, Dinkus Perforators were absolutely the same as Bunkus Perforators (their competitors)—with every talking point possible for either.

And yet, somehow, advertising men *do* develop new appeals and new ideas—they do present products in new lights—they do find new uses or new angles or new approaches—constantly. Whether it is wise or not to be ever on the alert for newness and novelty is not within the province of this article—but it is obviously wrong to advertise competitive products in the same way. There must be a difference. Particularly if there is no difference in the product must there be a difference in the advertising.

Remarkable things are done. Heroic, some of them, in the audacity and radicalism of the advertising. The good ideas are hailed and copied—the bad ones are dropped and forgotten.

Well, where *do* we get our ideas

and, more important, where can we get more of them when and as needed?

It's an important question and herein the writer grows presumptuous enough to suggest one method. It might be called "A Plea for Plagiarism," because in the last analysis we can get our new thoughts for one type of product by considering other products and by building a mental bridge from them to the one we wish to advertise.

In other words, if I am looking for a new approach to the advertising of dog biscuits I should be able to find my needed train-of-thought-starter by reading headlines on advertisements for perfume or beauty preparations or some equally distant and unrelated item.

How come? Well, let's take a headline for a beauty treatment (since that's what has been mentioned), and, considering it as a starter for a train of thought, bring it down, by a process of related suggestion, to an idea for dog biscuits (a trip which might be labeled from the sublime to the ridiculous).

Here is an ad for Primrose House entitled "These Four Steps to Loveliness" . . . and our minds work somewhat as follows:

"Four Steps to Loveliness"

" . . . four steps.

" . . . are there four steps to caring for dogs?

" . . . what's lovely about dogs?

" . . . those who have dogs think they are lovely.

" . . . like them as much as children.

" . . . children keep lovely by proper dieting.

" . . . why not a book on diet for different kinds of dogs?

"Idea in general: (1) A book enclosed in each package of dog biscuits with a title something like

'The Care and Feeding of Dogs,' containing information on training—feeding—periodical changes of menu for dogs, recommending the use of our biscuit in some form or other in foods for all types of dogs. Advertise the book."

It all reminds me of a game called "tracing," wherein, after a long evening of talk, the players spend half an hour trying to trace back from the topic first discussed to the topics discussed at the very end of the evening. An interesting game it is, too. You chase the random word or sound which changed a discussion of the tyranny of Mussolini to the last escapade of a friend in Buffalo who had an Italian name. From that to rum running on Lake Erie (Buffalo's on the lake). Then to a squabble in a New York speakeasy (speaking of booze) and around somehow to Charlie's trip to Europe and Munich beer. The agenda of topics of conversation may range over worlds and through firmaments but one thing *always* leads to another.

The same thing happens in finding advertising appeals through contact with unrelated ideas and products. Only here there is but one person playing the game and the result is more important.

Right now as I read over the thoughts on dog biscuits I think of hardware. Why? The book idea suggested itself last night when my window sash-weight broke and I wished that some hardware manufacturer would, when making instruments for fixing things, include a book of instructions on how to fix sash-weights. From that grew the hope that they'd include in a kit of hardware tools for general home and apartment use, instruction on how to fix doorknobs and how to stop a leaking faucet and how to attach floor lamps and how to do the whole roster of things which must be done by the man of the house. And why not, was my next question to myself, an advertising campaign on the value of just such a book given free with a house kit of tools, with pages of the book used as part of the advertisement!

So do we pop from thing to

thing finding, let us say, in a motor car advertisement the idea for the advertising of hotels. You dare me to? O. K. I'll take a crack at it.

"To satisfy," says Chrysler, "that clientele which desires a town car adaptable to New York traffic."

"... traffic, that's a tough problem for everybody.

"... almost useless to own a car because of it.

"... George coming from Brooklyn ran into traffic going across the bridge.

"... was delayed one whole symphony in getting to the concert.

"... wish he lived in town.

"... wish I could put him up at my place.

"... misses many parties because he can't afford to get home too late.

"... leaves parties at ridiculously early hours.

"... ought to put up at a hotel now and then.

"... lots of folks do.

"... and the gang from Westchester and Yonkers and outlying suburbs.

"... they're a great market for hotels.

"... hotels should offer special inducements to this market.

"... some hotel could build up an active transient business by catering to this gang.

"Idea in General: To advertise a hotel catering particularly to suburbanites. Hotel to offer a card of identification for these customers and a special overnight rate somewhat lower than the regular rate."

Or suppose you're assigned to a series of advertisements for a line of book-ends. On your desk is a business publication which you open at random to an insert of the Kamargo Paper Mills. The headline reads, "Backgrounds for Beauty," and your mind hops around somewhat as follows—

"... Backgrounds for Beauty.

"... sweet headline, fits any ad for book-ends.

"... what's the background for books.

"... usually a bookcase.

"... when you want to read in

Announcing the Purchase of the NATIONAL HOTEL REVIEW

— an affiliation making possible to the advertiser sizable cost reductions in addition to other unusual advantages.

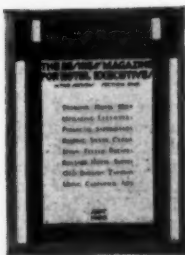
THE acquisition of the NATIONAL HOTEL REVIEW united two outstanding business paper publishing organizations. The Gehring Publishing Company, Publisher of the NATIONAL HOTEL REVIEW and the GEHRING HOTEL DIRECTORY, has long been recognized as the dominating hotel news organization. The Ahrens Publishing Company has been the leader in the publishing of management and business information for the hotel and restaurant industries.

This affiliation is most natural. It will effect economies for the reader and advertiser as well as for the Publisher. It will improve the Publisher's service. It will result in more valuable publications—more helpful to the reader, and with greater benefits to the manufacturer.

The first specific step in this direction is the announcement on the opposite page of definite and sizable reductions in advertising costs.

HOTEL MANAGEMENT (National—Business)

The NATIONAL business magazine of the hotel industry. Editorially treats exclusively with business building and cost-cutting ideas. No news. A. B. C. circulation guaranty 8,000. National and largest in field. A. B. P. Founded 1922.



HOTEL REVIEW (Eastern—News)

For many years considered outstanding EASTERN hotel news publication. Editorially treats exclusively with news features. A. B. C. circulation in combination with HOTEL WORLD A. B. C. circulation guaranty 10,000. A. B. P. Founded 1908.



HOTEL WORLD (Western—News)

Long accepted as leading WESTERN news publication of hotel industry. Editorially treats exclusively with news features. A. B. C. circulation in combination with HOTEL REVIEW A. B. C. circulation guaranty 10,000. A. B. P. Founded 1878.



AHRENS PUBLISHING COMPANY

Executive Offices—40 E. 49th St., New York City

Southern and Pacific Coast Representatives—Blanchard-Nichols-Coleman—Atlanta

— and New Group Rates for Hotel and Restaurant Advertising

GROUP No. 1 — \$5000 Annually — Hotel

Hotel Management
Hotel Review
Hotel World

One page each month in each magazine.

This group offers the manufacturer a more effective saturation and a larger circulation at a lower rate than has ever before been possible.

Saves \$688 per Year

GROUP No. 2 — \$6000 Annually — Institutional Trade-Hotel

Institutional Jobber
Hotel Management
Hotel Review
Hotel World

One page each month in each magazine.

Makes possible a complete coverage of the trade influence—the supply dealer and his salesmen—as well as the hotel consumer, at a very definite economy to the advertiser.

Saves \$888 per Year

GROUP No. 3 — \$7000 Annually — Restaurant-Hotel-Food

Restaurant Management
Hotel Management
Hotel Review
Hotel World

One page each month in each magazine.

Devised primarily for food manufacturers. Makes possible an advertising domination of hotel and restaurant markets with more effective saturation at lower rates than have been heretofore obtainable.

Saves \$788 per Year

GROUP No. 4 — \$7800 Annually — Institutional Trade-Hotel-Restaurant

Institutional Jobber
Restaurant Management
Hotel Management
Hotel Review
Hotel World

One page each month in each magazine.

Makes possible a comprehensive coverage of the trade influence—the supply dealer and his salesmen—as well as the restaurant and hotel consumer at a marked economy to the advertiser.

Saves \$1,188 per Year

INSTITUTIONAL JOBBER

The only magazine published for the institutional supply dealers, salesmen and executives. Controlled circulation of 4,000 guaranteed by Publisher's sworn statement. Complete coverage of institutional selling outlets. Founded 1927.

RESTAURANT MANAGEMENT

The national business magazine of the industry. Editorially directed at quality restaurants serving 500 meals or more per day and with credit ratings. A. B. C. circulation guaranty 10,000. National coverage of quality restaurants. A. R. P. Founded 1918.

ONE BILL
ONE PLATE
ONE CONTACT
ONE PUBLISHER

Any group rate advertiser need supply only one original complete plate. The handling and expense of necessary electrics for all magazines will be absorbed by the publisher.

One bill for space will be sent covering all magazines used in the group. One publishing organization will be contacting the advertiser and his agent. The service and cooperation afforded by the Publisher will be materially improved.

In the case of Groups 2 and 4, the Publisher guarantees to make layout, write copy, buy artwork, necessary cuts, and absorb this expense for INSTITUTIONAL JOBBER advertising where desired by advertiser or agent.



HING COMPANY INCORPORATED

Western Office—624 S. Michigan Ave., Chicago, Ill.

Atlanta, Los Angeles, San Francisco and Seattle



bed you must walk to bookcase.

"... why not books at bed?

"... why not books all over the house—on end tables—under them—on tables—hanging shelves?

"General Idea: Might work out ideas on beauty of books kept all over the house, favorites kept where most reading is done. Would perhaps increase general sale of book-ends, etc."

And so it goes. Many ideas will

be rejected. Some will turn out to be very fruitful and important. But it's logical to lead down to something from something else.

There may be nothing new in this for most advertising men. Many makers of advertising adopt some such method as this in getting their ads going. But for those who ask the question, "Where do we get our ideas?" Here's one part of the answer.

What Groucho Says

He Digs Up Ten Questions to Ask a Prospect

BALTIMORE, SEPT., 1930

Dear Mr. Groucho:

Referring to your article in *PRINTERS' INK*, Sept. 25, . . . I was interested in knowing what those ten questions were to which you refer. . . .

J. P.

NOW about those ten questions. You rather force my hand, young man. You ought to allow something to what they call poetic license when I said I had ten questions. Anyway, I got to get 'em now to answer your note.

There are several ways to get ten good questions to prospects. Been thinking of copyrighting mine if they work out right. One scheme is to get M. L. Wilson's old *PRINTERS' INK* article about a hundred points of salesmanship, pick out any ten you like and ask questions based on them. As I was saying, I did intend to copyright my ten questions and sell 'em for much money, but I can't resist an appeal like yours, so here you are.

No. 1. How do you like this weather? Don't laugh. There is the one and only subject which all the people all over the world can talk about eloquently, provided the asker and askee are having the same weather. You might go wrong in phoning that question from Baltimore to a fellow in Chicago, cuz Balto's got Chi licked on weather and that's a sensitive point in Chi.

No. 2. How are sales this month compared with last? This is a winner. These two may be all the questions you need to open the man up and make him talk, particularly

if sales were either better or worse than last month. See? Great conversational possibilities in either case.

No. 3. Do you read "Groucho" in PRINTERS' INK? I always ask that question, don't think it is imperative for you to. But if you do, be sure your prospect is a kind-hearted man.

No. 4. Did you hear Amos 'n' Andy last night? They tell me that Pepsodent was low on sales 'till Amos and Andy started and now they are negotiating for three counties in Oklahoma to build a factory on. (Fine example, you see, of the power of publicity.)

No. 5. Are you a Republican or a Democrat? An important question, but if the guy is a Socialist you're lost, so be careful. Otherwise Hoover's masterly handling of a bad break in business, or Hoover's hopeless fatuity can be discussed, depending on how your man's pet ideas in politics run.

No. 6. What kind of car do you drive? (Excuse me, J. P., that's very crude; better put it this way): *Do you drive a Rolls, a Packard or a Caddy?* All of 'em quite respectable, you see, implication on your part favorable to the prospect and his social standing, see? If it's a Ford for efficiency you can begin to sell him a mass campaign. If it's a Packard for prestige you can talk about class advertising. All business is compared to automobiles by everybody so this is a particularly wholesome question.

No. 7. Do you sell direct or

through jobbers? This is a winner, a regular humdinger. Which ever it is you'll hear splendid and most convincing reasons. The man will have to sell you on his policy. Look dubious for as long as you want him to talk on this subject, then let a smile creep over your features and a sparkle come in your eyes, much as to say, "Right! I'm sold," and go to the next question.

No. 8. "You seem to go deeply into these matters, Mr. Blaque. You philosophize. Have you read 'A Preface to Morals,' or Will Rogers?" Here, my boy, you are beginning to probe into the soul of the man, and he, too, begins to discover your own depth of intellectual research.

Now it needs only two more questions to make up ten and dozens of 'em are begging to be asked. Number ten must be a climax, of course, a clincher as it were, and Cyrus H. K. Curtis cannot be left out of any list of ten questions.

No. 9. What do you think of the wonderful career of Cyrus H. K. Curtis? (Don't leave out either the H. or the K. That will brand you as careless or poorly informed.) Now here's the climax.

No. 10. Have you got your ticket for the Army-Notre Dame game? There is an obligation implied in your asking that question, but your Gent. Treas. positively must back you up in this matter, regardless of how it irks him to do so.

I will admit that there may be one or two points omitted in the above which your own brains should supply. Whenever possible you should start each question with, "Do you think . . . ?" It is direct and personal and implies that the guy can think. It is sweetly flattering and not always false. Some clients can think. That is one of the handicaps of the game that an advertising agent has to put up with, no matter how embarrassing it may be.

GROUCHO.

Becomes "Arizona Republic"

The Phoenix, Ariz., *Arizona Republic* has changed its name to the *Arizona Republic*.

Sunkist Reports Biggest Year in Its History

The annual report issued by the California Fruit Growers Exchange, Los Angeles, Sunkist oranges, lemons and grapefruit, states that during the 1929-1930 season the orange and grapefruit crop brought the largest return to California in the history of the industry. "Considering the lessened buying power and the generally low prices prevailing on other perishable crops," the report continues, "much of this favorable result must be attributed to the increasing popularity of citrus fruits as a regular item of the diet as the public has become better informed through Exchange advertising and through the general indorsement of health authorities of their delicious and healthful qualities."

The f.o.b. return on the entire crop, based on Exchange averages, was \$135,309,352, being approximately \$16,000,000 more than for the large crop of last season and \$5,000,000 more than in 1927-28, the highest previous year.

Another interesting bit of information in the report is the statement that extended markets, new ones developed, extraction of juice made easy by devices widely distributed, new products and new uses developed through research—all are reflected in the increased demand.

Three primary mediums, the report further states, were employed last year by Sunkist to reach the various classes of the nation's population. These were magazines, newspapers and car-cards. In addition, posters, radio, films and direct mail were used. Over 2,600,000 pieces of Sunkist educational material were distributed to schools, nutrition and professional groups during the year. Over 90,000 merchandising calls were made in the United States and Canada by the twenty-one members of the Exchange dealer service department and merchandising departments of leading newspapers and street railway interests carrying Sunkist advertising. Displays were installed in 36,000 leading retail locations. Direct mail to the trade totaled over 620,000 separate mailings of Sunkist merchandising literature.

G. W. Johnson Heads Endicott-Johnson

George W. Johnson, formerly first vice-president of the Endicott-Johnson Corporation, Endicott, N. Y., has been made president. He succeeds his father, George F. Johnson, who has been elected to the newly created position of chairman of the board. Charles F. Johnson, Jr., has been made first vice-president. Lawrence Merle, second vice-president and H. Edward Chrisfield, third vice-president.

Flooring Account to Boston Agency

The Stedman Products Company, South Braintree, Mass., rubber flooring, has appointed the H. B. Humphrey Company, Boston advertising agency, to direct its advertising account.

Here's

HOW

HOW is a big word in American business today. With its coat off, its shirtsleeves rolled up to its elbows, business is more than ever interested in the answers to its questioning, "HOW?"

Any magazine for business executives to be worth its salt must make its main job the answering of that question, "HOW?"

That's why the December Printers' Ink Monthly is packed full of articles which tell "Here's HOW." That's why the MONTHLY in 1931 will concern itself largely with articles which tell HOW.

As a business executive you, yourself, are asking a great many HOWS. These are some of the HOWS that are answered in the December Monthly.

HOW to get more out of your missionary salesmen. In an article based on the experiences of a number of leading companies, C. B. LARRABEE tells how the modern missionary man is doing his job more efficiently at a lower cost.

HOW to break down those dams that slow up the flow of distribution. That's the subject of an article by Frank R. Goodell, chairman, Anderson, Davis & Hyde. He applies engineering principles to distribution problems—and makes them work.

HOW to apply the lessons of the 1930 census to 1931 marketing policies. J. W. Millard and Elsie M. Rushmore, of Erwin, Wasey & Co., have completed a study of the preliminary census figures. Their findings are bound to have a profound effect on merchandising plans for the next few years.

HOW to plan a sales contest for retail salesmen. Because the retail salesman is the key to more sales for 1931, W. B. Edwards procured the outline of a surprisingly effective contest plan used by General Electric to sell more refrigerators in a dull season.

HOW to lay out the export plan. F. R. Eldridge is the executive vice-president, American Manufacturers Export Association. From his broad knowledge he has written a book. From this book we chose a chapter which is one of the clearest and, at the same time, most comprehensive outlines of export policies we have ever read.

HOW to choose types that will be modern in 1931. Gilbert P. Farrar several years ago prophesied the current wide use of sans-serif types. Therefore, there should be unusual interest in his predictions concerning the types that will succeed them among those advertisers who are looking for the latest in type faces.

HOW a Florida distributor sold \$300,000 worth of radios in a dull season. *How* to better the efficiency of headlines in advertisements. *How* R. C. A. pulled Radiotrons out of the storeroom and into the store-windows—are the subjects of additional articles in the DECEMBER MONTHLY.

Are you interested in a magazine that answers that big question, "HOW?" If so fill out the coupon below, today. You will receive a copy of the December MONTHLY and eleven other issues packed full of meaty HOW articles.

Printers' Ink Monthly, 185 Madison Ave.,
New York City, N. Y.

You may enter my subscription for one year to start with the December issue.

Name..... Title.....

Company

Address

\$2.00 a year. Canadian and foreign \$3.00 a year.

Can the Chain Be Eliminated from the Manufacturer's Plan of Distribution?

Ignoring Sales Price That Chains Demand, Manufacturers Cannot Well Afford to Pass Up the Ready-made Market That the Chains Offer—
Tenth Article of the Chain Store Series

By M. M. Zimmerman

CAN the manufacturer resist the chains' mass purchasing power and still obtain distribution at low cost? Is it economic for the manufacturer to eliminate the chain from his plan of distribution? Can he sacrifice the chains' well-organized distributing outlets without too greatly limiting his sales—remembering that the independent retailer still furnishes him with his major volume?

Many independent dealers and jobbers argue that the manufacturer is slowly sacrificing his chief retail outlets—that it is bound to react against him in the future, especially when the voluntary chains become stronger. These independents argue that it will be infinitely more profitable in the future for the manufacturer to concentrate on outlets that deliver to him his greatest volume—that by winning the independent's full co-operation, the manufacturer can more than offset the possible loss of the chains' business that he would sacrifice. Carl Dipman, editor of *Progressive Grocer*, states that 20 per cent of the total of 400,000 independent grocery outlets do 60 per cent of the country's total volume. The upper half of them, or 200,000 independent grocers, do 85 per cent of the total volume. "If we carry the figures further," he states, "we learn that for every chain store in the United States there is an independent with a larger volume—a volume larger by \$15,000 per unit. There are only 57,000 chain stores, with an average volume of \$53,000, but there are 80,000 independent merchants with a similar volume, to say nothing of the hundreds of thousands with smaller volume." If we

accept Mr. Dipman's analysis, there are more independents, doing a larger volume of business per store, than chains, and the combined business of the independent is worth more to the manufacturer than the combined business of the chains.

According to our own analysis, which appeared in the third article of the series, there are some 198,000 chain-store units in the entire country—with 62,725 chain outlets in the grocery field alone. Basing our estimate—and we do not consider it conclusive—on figures obtained from the United States Department of Commerce Survey of eleven American cities, we have found that chains are responsible for approximately 22 per cent of the country's volume. In the food field alone, chains are credited with over \$3,100,000,000 worth of total sales, or 31 per cent of the country's total food volume.

Another argument the independent advances against the chain, is that the chain limits its lines to fast-selling merchandise that it can turn over quickly. It will not stock a product until a great consumer demand has been created. Then it features the product only as a cut-price leader to attract people to its stores so that it may practice substitution. In other words, following further the independent's line of logic, the independent performs the missionary work to establish the consumer demand, then the chain steps in to add it to its line of cut-price specials, thus nullifying the efforts of the independent.

The question is, can the manufacturer throw aside the thousands of well-organized retail outlets that cater to from 75 to 85 per cent of the buying power of this country?



*Bringers of Commercial Imagination
to American Business*

THE ADVERTISING FOR

DRAKE'S CAKE



is created and placed by

McMULLEN, STERLING and CHALFANT, Inc.

250 PARK AVENUE
NEW YORK CITY

First let us show with a concrete illustration that the chain does not as a rule wait until the manufacturer has established a demand before he stocks the product; but that it even goes so far as to act as the introductory agent—even after the independent has turned down the manufacturer's product. The Fruit Industries, Inc., packer of Guasti Wine Jelly, had been making a hard fight for nearly a year to market its product through independent dealers in Brooklyn and Long Island, but with discouraging results. This product is generally considered a luxury item, but to popularize it the company finally succeeded in producing it at a price to be retailed at 15 cents a glass, which placed it within the reach of all pocketbooks. In spite of this popular price, the independent dealers could not see the possibility of merchandising the product in a big way. As a last resort, John Tyne, general sales manager, induced F. L. Parsloe, controller of the H. C. Bohack Company

chain of 700 stores, to merchandise the product through Bohack stores.

The only stipulation that Bohack made was that it be permitted to cut the price to two for 25 cents, which it felt would stimulate sufficient buying interest to develop volume. Every store received a trial case and the item received special mention in Bohack's bulletin, with special instructions to the store managers to push it. Actual distribution started in February. In less than eight months 5,000 cases had been sold. Through the efforts of the Bohack stores, in stimulating consumer demand, another of the large chains has found it profitable to introduce the item in its stores, and the product is now on the road to regular distribution. Without the aid of Bohack it would still be begging distribution from the independent.

It is a matter of common knowledge that chains locate chiefly in the congested population centers. According to the 100,000 Group

Up, up, up go the sales of goods and services advertised in Punch. Wider and wider markets are tapped... reputation grows... demand in mills. creases steadily... hum... workshops, offices... Prosperity! Let Punch's unique power work for you. Write to Marion Jean Lyon, Advertising Manager, 10, Boulevard St. London, E.C.4, Eng.

WORLD
EUROPE
BRITAIN

**ADVERTISING IN
PUNCH
DRIVES UP SALES**

RADIO**R
E
S
U
L
T
S****No. 17****WHO?**

A large food manufacturer with a long line of products, considers magazine inquiries a bargain at \$2.50 each. Using radio, his inquiry cost is 70¢ per inquiry. Needless to say, radio advertising is favored.

The complete story may be secured from

SCOTT HOWE BOWEN, Inc.

Radio Station Representatives

Chrysler Building, New York

Chicago

Philadelphia

Detroit

Dallas

Y O R K

—the Third City in Pennsylvania in diversified industry—produces paper, ice machinery, safes, candy, farm machinery, water-wheels, silk cloth, tacks, furniture, chains, tractors, steam engines, saw-mills, chemicals, mill machinery, silk ribbon, automobile bumpers and fenders, trucks, wall-paper, roofing-paper, wire cloth, pianos, clothing—AND IS AN ACTIVE TWELVE-MONTH MARKET.

THE YORK DISPATCH

EVERY EVENING DELIVERS AS MANY PAPERS BY CARRIER BOY IN YORK AS THERE ARE HOMES—THE SUBURBAN AND TROLLEY TOWNS ARE ALSO THOROUGHLY COVERED COMPLETELY BY CARRIER BOY.

REYNOLDS-FITZGERALD, INC., National Representatives

2 West 45th St., New York
1324 Chestnut St., Philadelphia

203 N. Wabash Ave., Chicago
117 W. 9th St., Los Angeles

58 Sutter St., San Francisco

DEAR GIL:



It's a lot of fun to write restaurant advertising. You deal with one satisfying fundamental condition: you deal with HUNGER. How we play with that idea and dangle it in front of lean and hungry readers. Recently we were asked to write three advertisements for a new restaurant, and, at noon following the appearance of the first ad, they (the hungry) had formed a line that trailed nearly two blocks away from the door. This is part of the ad that did that good work: . . . "Order, please, sir or lady? and down this menu you will go dreamily as though you read a novel: Hotcornbreadcoffeeteamilkcocoasodapotaotesspinachtomatoesaladsandwichesofcheesechickenhamtonguebeefpeanutbutteronwhiteryewholewheattoastsoupcrackersbouillonnoodleseggs wafflesasparagusbroccolicookiescaskesicecreambrusselsproutscelerystuffedpeasconionsallthingsaugratinparfaitscicesspic espeachesplumslemonsorangesgrapesrais'nsgrapefruitssourpicklesapplesbeansfigsnuttspareribssourkrautchocolateclairsbutterybrailedwhitetroutsolefish and you'll tell her a few of those and smile and you'll eat, at popular prices in the New Tea Shop. Will you hurry?"

OREN ARBOGUST

• ADVERTISING •

30 N. MICHIGAN AVENUE, CHICAGO

of American Cities, over 72,000,000 people live within the trading areas of the cities in the United States with populations of 100,000 and over. Add to this the trading population of the cities with 25,000 up to 100,000 and we can safely estimate that chains appeal to 75 to 85 per cent of the country's consuming power—more so now that they have become large users of newspaper space. We must concede then that the chain, although in the minority, controls the strategic shopping areas in our country—that combined with its constantly increasing advertising, the chain wields a tremendous influence over the buying habits of millions of consumers, reaching the mass buying power of the greatest part of our population.

5,000,000 Daily Customers

A & P alone claims that 5,000,000 housewives come to its stores to trade daily. With its use of local and national advertising, its influence is bound to spread.

In the food field, a manufacturer desiring quick distribution in all the important cities from coast to coast, by enlisting the co-operation of only seven chains, can place his product on the shelves of over 30,000 stores. These 30,000 outlets deliver over \$2,000,000,000 worth of sales annually—approximately one-fifth of the nation's grocery and meat bill. By calling on only seven buyers this manufacturer can tie up his product with not only the 30,000 distributing outlets, but he may use other highly productive co-operative sales tools, such as 30,000 window and counter displays. If he believes in co-operative advertising he may tie up his product with the chains' local advertising. Compare the amount of time, effort and money required to introduce the same product into 30,000 independent retail outlets. It would probably necessitate calling on about every leading jobber in the country, using a good sized sales organization, going to the expense of several detailing crews and a substantial advertising appropriation.

According to Lewis C. Shave,

president of the Nation Wide Stores, there are eight chain organizations in New England controlling the distribution of more than 50 per cent of available food business. The balance of this business is distributed between 245 to 600 wholesale distributors, depending on the nature of the product. Mr. Shave claims that it costs a manufacturer at least a dollar every time his detail salesman opens the door of a retail store to talk with the retailer. Furthermore, he claims, the cost of maintaining missionary men in the field of independent stores is constantly increasing.

It doesn't seem possible that in the food field the manufacturer seeking volume sales and quick economic distribution can very well afford to resist the chains' mass purchasing power.

The drug field is another illuminating example where it would be both difficult and unprofitable for the manufacturer to resist the chains. Three chains alone in this field can offer the manufacturer over 1,100 outlets, located from coast to coast, whose combined total volume is over \$166,000,000 annually. One concern, Drug, Inc., also controls 27,000 Rexall agencies. These agencies are reported to do almost 27 per cent of the total retail volume in this field. We also know that chain drug stores occupy the most strategic locations in the heart of a city's most congested area, where the people meet, congregate or pass in crowds all day long. While these stores are recognized as drug stores, they are really highly specialized small department stores, equipped with fountains and luncheonettes, featuring a wide variety of popular-priced merchandise lines and catering to the passing shopping and transient trade.

A manufacturer who desires to do business with these drug chains, however, must come to them with a cut and dried proposition. The type of product must be such that it offers an immediate appeal to the consumer and a quick sale. Merchandise that requires considerable introductory work will not be con-

Good Copy

written on the
spur of the mo-
ment sometimes
sparkles—

but usually it is
the result of long
s t u d y a n d
thoughtful plan-
ning.

**HAWLEY
ADVERTISING
COMPANY**

Inc.

**95 MADISON AVE.
NEW YORK CITY**

With This Hi-Speed Ruler—

the work of making layouts and dummies is shortened and simplified. Twin steel rollers—rubber-covered—mounted on ball bearings—carry the Graffco Hi-Speed Ruler quickly and smoothly about its work. Scaled in sixteenths.

Horizontal and vertical parallel lines are easily drawn without lifting ruler from paper.

Experienced ad-crafters acclaim it the handiest tool that ever came to their desks. Use ink or pencil. No blotting. The coupon will bring one or many to your office. **3 sizes—12-inch—\$1.50; 15-inch—\$2.00; 18-inch—\$2.50.**

George B. Graff Co.

60 Washburn Avenue
Cambridge,
Mass.

Please
send me

.....
Graffco Hi-Speed Rulers. They will be returned within ten days without obligation if they are not satisfactory.

Send.....inch size.

Name.....

Address.....

City.....

Firm Name.....

sidered. Most important of all, it must show substantial profit, because the drug chain's overhead, as a rule, is exceedingly high. It does not depend for its profits on the cut-price proprietary items that it is constantly featuring at cost or at a small profit margin. It uses them to bring people into its store so that it can sell the special merchandise at a profit.

These outlets recommend themselves especially to manufacturers of specialty products who are looking for quick profitable outlets, where a display or a special demonstration, backed up with local newspaper advertising, will sell quickly.

Visit the Chain Manager

The manufacturer will find it profitable before he visits headquarters to visit several of the chain stores and talk it over with the chain-store manager, whom he will find a keen, analytical merchandise man. The chain-store manager will recognize instantly the merits or demerits of the product and will offer valuable suggestions, which will help the manufacturer to prepare a sound merchandising plan before he visits headquarters.

Thus we could carry our analysis from field to field and prove the chains' specific value in the manufacturer's plan of distribution. Of course, there are always problems involved, especially the common ones such as special prices, advertising allowances, price cutting and private brands, which we are going to pass up in this article. Our aim here is to show the position of the chain in relation to the manufacturer's plan of distribution, and whether or not he may be eliminated. In another article we mentioned several manufacturers who have attempted it, but in each case the manufacturer introduced a new sales plan, which closely tied him up with his independent outlets, assuring him of at least a minimum volume of business.

Where chain expansion is limited, as in hardware, electrical appliances, sporting goods, etc., the

manufacturer might eliminate the chain and use it as a selling argument, as some manufacturers have done, to obtain greater dealer co-operation. This is illustrated by the case of the Fayette R. Plumb Company, of Philadelphia. Such a plan may partly justify a manufacturer in confining his sales to a limited number of retail outlets. It is, in principle, an exclusive agency arrangement.

What, then, does the chain offer the manufacturer in comparison with the independent?

1. A group of highly developed retail sales outlets located in the so-called 100 per cent locations in the most important trading centers in the country.

2. A trained merchandising organization which, through its study of consumer demand and preferences, can pass on valuable information to the manufacturer to guide him in his production and distribution plans. This service alone may be the means of saving the manufacturer thousands of dollars, besides increasing consumer acceptance for his product.

3. A good credit risk with the reputation for paying promptly.

4. A retail organization with which it is possible not only to develop, but to execute co-operative consumer sales and advertising campaigns, the results of which can be traced directly, and charted to determine actual cost per consumer sale.

5. A retail organization that can be organized into local, sectional, or even national groups to conduct quick try-out campaigns to determine the consumer acceptance value of the product. With the flexibility of the chain organization, the campaign can be planned to meet any specific test or definite requirement. The difference in such cost, time and effort between chain and independent is obvious, so that it requires no detailed discussion.

We must also consider another advantage that the chain offers the manufacturer in point of distribution. It will be observed that in the chain system, intensive selling takes place between the retail store



His Wife Can Afford More

In planning sales campaigns, the austere man of finance and the big executive are often misjudged. They are human too. The big business man is as much a "family man" as the clerk, the salesman or the mechanic.

The chief difference is that he makes more money! And for that very reason, his wife is not restricted in her buying.

Such men and their wives buy everything that other men and their wives buy, but—they buy more, want more, pay more.

The super-circulation of THE FINANCIAL WORLD is composed of these men. We can prove it with a detailed analysis of circulation. Ask your advertising agency for a copy of this analysis of reader buyers—or write direct to

The FINANCIAL WORLD

Louis Guenther, Publisher
53 Park Place
NEW YORK

WANTED

An Experienced Business Writer

A nationally known service organization, the leader in its field, with offices in New York and Chicago, has an attractive opening for the man who can measure up to the main requirements:

- 1—A sound background of business experience, preferably in the field of selling and sales promotion
- 2—Proven ability as a writer on business subjects
- 3—Ability to think straight
- 4—Capacity for steady, productive work.

Salary depends on the man. Write in detail, stating experience and expected salary. If possible, inclose samples of your work, which will be returned to you.

Address "E," Box 238, Printers' Ink.

and the consumer, whereas, intensive selling takes place between the wholesaler and the retailer in the other systems. Under the chain system, then, the goods move in practically a straight line from the manufacturer to the chain's retail store. The function of the chain-store manager is first to check his goods, then devote the rest of his time to selling. No factory representative calls on the chain-store manager. He is not permitted to buy. He is employed to sell and to sell in accordance with a definite plan prepared for him by headquarters. In other words, selling through the chain is almost the same as selling direct from manufacturer to the consumer.

"We are convinced," writes the president of a food manufacturing company, specializing in doing business with chains, "that the chains are an economic factor insofar as our own product is concerned. Regardless of propaganda against the chain, the consumer will continue to patronize the chain outlets through which her pocketbook is best served. As long as the chain continues to enjoy consumer confidence, we cannot close our product to the chain outlets, and deprive the consumer from getting it through her favorite chain store if we expect to derive the full benefit of our consumer advertising."

An authority in the canning industry claims that the chain has undoubtedly proved to be a helpful factor in the canned-food markets, especially under the present system of hand-to-mouth-buying. If the chains, with their huge capacity for volume, had not been there to take the goods, it is hard to say how long the canning industry could have lasted, and by the same token, canners would have also suffered and possibly been wiped out, if they had been compelled to depend on the wholesalers' present method of doing business.

So far we must consider the chain as the nearest approach to low-cost mass distribution. Chains are here to stay until some other form of distributing agency is discovered that will supplant them in

ability to deliver merchandise at the lowest possible price. The fact that retailers and jobbers are now duplicating chain methods, is evidence in itself that they recognize the efficiency of the chain.

Here is how another manufacturer sums it up: "I do not believe anyone should hesitate to sell the chains if it will improve his distribution and volume, but not at the expense of his independent dealers, of course."

Still another manufacturer who is having unusual success with both the chain store and independent, states that he could not think of resisting the chains' mass purchasing power because he has a product that requires unusual salesmanship. It is a product that must be sold in prominent locations where good window displays can be obtained—and since chain stores occupy important locations in every worthwhile city, it naturally must depend on its outlets to get volume. "We must concede that chains have contributed much to our system of distribution," still another replied in answer to our question, "and because of their efficiency in the various branches of buying and selling, they have something tangible to offer the national advertiser—something very valuable that the national advertiser can use with considerable profit if both the chain and the advertiser do not abuse it."

The manufacturer who is cultivating a maximum market must take the chain into consideration as a primary outlet for his goods. It stands to reason that the more outlets the manufacturer has, the more sales he can make. Therefore, the manufacturer can not well ignore the opportunities the chain offers to sell his products.

R. M. Vandivert Joins Bureau of Broadcasting

R. M. Vandivert, formerly an account executive with the Dunham, Younggreen, Lesan Company, Chicago advertising agency, and, before that, with the Criterion Service and the Hearst Newspapers, has joined the staff of the Chicago office of the Bureau of Broadcasting, Inc., radio station representative.

**Do You Want
to SELL the**

Roadside Merchant?

IT is estimated that there are approximately 125,000 roadstands in the U. S. today. They represent an enormous buying power. Manufacturers who have equipment or merchandise that can be used or sold at a roadside business place will find a new and fertile market among the prosperous roadside merchants.

WAYSIDE SALESMAN

—is the trade journal of these roadside merchants. It goes every month to 20,000 of them. We have just completed a nationwide survey of the wayside selling field that brought out some new and interesting facts. Write for your copy today. Sample copy of **WAYSIDE SALESMAN**, together with rate card and circulation statement will accompany the survey.

WAYSIDE SALESMAN

Devoted to Roadside Merchandising
WAVERLY, IOWA

Atwater Kent Shows Dealers How to Sell by Mail

A Series of Letters Planned to Go to Names Furnished to Retailers by Satisfied Buyers

ANYONE who has done a certain amount of shopping eventually comes to a sudden recognition of the fact that surprisingly few specialty retailers make any consistent effort to obtain, for follow-up purposes, the names and addresses of patrons and prospective patrons.

It is a common experience, for example, to walk into a half dozen automobile showrooms, have a salesman point out the various cars, and then walk out without any attempt being made to get the caller's name and address.

Even more common, however, is it for specialty retailers to forget all about a person once that individual has become a customer. For instance, how many readers of PRINTERS' INK have ever been followed up by a retailer after having purchased a radio? Despite the fact that radios are repeat merchandise, and despite the fact that it is necessary occasionally to replace tubes and secure service, mighty few radio retailers make any move to get in touch with a buyer after the machine has been delivered.

The Atwater Kent Manufacturing Company sees in this situation an opportunity for a little merchandising effort. It wants its dealers not only to keep in touch with customers but to go a step further and enlist the aid of customers in securing new business.

To this end, it has prepared for its retailers a group of letters, part of a series of four groups, which are designed to make salesmen of customers. About three or four weeks after a radio has been bought, the company advises dealers to send the following letter to the purchaser:

I hope you are getting a great deal of pleasure from your new Atwater Kent Screen-Grid Radio.

No doubt many of your friends have enjoyed it with you.

If any of them have shown a spe-

cial interest in your new set, I would be glad to hear about them.

Will you do me a favor?

I am enclosing a handy card, and will sincerely appreciate receiving the names of folks you believe might be interested in knowing more about the new Atwater Kent Screen-Grid Radio.

To go with this letter, the company suggests a reply card reading:

Blank Radio Shop.

Gentlemen:—Here are some names of folks I believe would be interested in knowing more about the new Atwater Kent Screen-Grid Radio:

Name

Address

Name

Address

Name

Address

Name

Address

Sender's Name

May we use your name?.....

Every customer sending in some names and addresses deserves an acknowledgment, advises Atwater Kent. The following letter is recommended:

Dear _____

Thank you for the names you sent me of folks you believe would be interested in knowing more about the new Atwater Kent Screen-Grid Radio.

I will endeavor to get in touch with them at once.

I sincerely appreciate your courtesy.

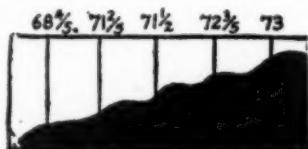
The amenities thus having been properly disposed of, the company proceeds to show the dealers how to make use of the names supplied by satisfied customers. A series of four letters is given to retailers, the first in the series reading this way:

Dear Mrs. Blank:

Mrs. John Smith, of 414 Wabash Road, informed me that you would probably be interested in knowing more about the famous new Atwater Kent Screen-Grid Radio.

Mrs. Smith, you know, just recently purchased a new set and she is truly delighted with it.

The Atwater Kent Radio is made



Such Preference

is a COMPLIMENT
to good solid value

Ever since business began to "tighten up." Ever since advertisers began to demand more and more from their advertising dollars . . . the Memphis Appeal Papers have shown a steady upward trend on percentage of total lineage run by Memphis newspapers. "Dollar discrimination" alone was responsible for this steady upward climb.

Such preference is a compliment to good

solid value, which the Appeal Papers accept with justifiable pride.

For five consecutive six-months periods—30 months, the Memphis Appeal Papers have steadily increased in the percentage of total lineage carried by all Memphis newspapers. Advertisers in making every dollar count, now centralize and depend upon the Appeal Papers, which carry many schedules on an exclusive basis.



The Upward Trend by Six-Months Periods

1st 6 Months 1928.....	68 4-5%
2nd 6 Months 1928.....	71 2-5%
1st 6 Months 1929.....	71 1-2%
2nd 6 Months 1929.....	72 3-5%
1st 6 Months 1930.....	73%

Memphis APPEAL PAPERS

THE COMMERCIAL APPEAL
MEMPHIS EVENING APPEAL

Now . . .

is the time to
talk real business
with retail merchants
through the pages of

RETAILING

A Fairchild Publication

8 East 13th Street, New York

Dig Deeper into the South

Through the Southern Methodist Publications, you can easily and economically reach more than a million good substantial white people—the very cream of the buying power of the South. Turn to Standard Rate and Data or let us send facts and figures on this great untapped fertile field. LAMAR & WHITMORE, Nashville, Tenn.

2

SOUTHERN METHODIST PUBLICATIONS

1,029,000
CIRCULATION

by the world's largest radio manufacturer, and is backed by his guarantee, as well as my own.

I have a variety of fine, well-made cabinets in which the radio sets are placed, and would welcome a visit to my showroom to examine them.

Or, if it would be more convenient for you, I will be glad to bring one to your home for a demonstration. No obligation on your part, of course.

Will you telephone VICTor 5180?

Three letters are then advised as follow-ups. These are simply written selling letters; the sort a wide-awake dealer might write himself. Here they are, in the order of mailing:

Dear Mrs. Blank:

The enclosed folder will illustrate for you the many beautiful designs of handsome, richly grained, walnut veneer cabinets built for the famous new Atwater Kent Screen-Grid Radio.

They are priced from \$000 to \$000, with everything complete. This includes:

1—A Console Cabinet of your individual selection.

2—The new Atwater Kent Screen-Grid Radio Set.

3—The improved Atwater Kent Electro-Dynamic Speaker.

4—All necessary tubes for the popular new screen-grid principle.

Electric socket operation—you just plug it in and use electricity only when in use.

An illuminated one-dial control with kilocycles indicated so you may readily find any station listed in the newspapers.

May I bring one of these marvelous new radio sets to your home for a free demonstration?

No obligation to buy—if the set does not sell itself I will cheerfully call for it in a few days.

Will you telephone VICTor 5180?

Dear Mrs. Blank:

The small table model of the new Atwater Kent Screen-Grid Radio is exactly the same mechanically as in the larger console cabinets.

The same number of the popular new screen-grid tubes are used, and the improved electro-dynamic speaker is the same, also.

Electric socket operation—an illuminated one-dial control—everything the same except the price.

And the price is only \$000, with tubes and everything complete.

Easy, convenient payments may be arranged if desired.

Wouldn't you like to have one of these compact little radio sets in your home for a few days for an impartial demonstration?

I will not try to sell it to you—I only ask that you listen to it—by yourself.

May I bring you one?

Just telephone VICTor 5180.

Dear Mrs. Blank:

Here are the arrangements we

usually make with customers who wish to spread the cost of a radio over a period of time:

Say, for instance, you decided upon one of the small, compact table models of the famous new Atwater Kent Screen-Grid Radio.

The price, complete with tubes and electro-dynamic speaker, is \$145.

At the time we place this set in your home you pay only 20 per cent of this price, or \$29.

That leaves a balance of \$116. On this we make a charge of 6 per cent, or \$6.96, for bookkeeping costs, etc.

Dividing the total unpaid amount into ten equal payments, it is only \$12.30 a month—or the surprisingly small sum of \$3 a week.

Don't you think this would be an easy and convenient way for you to enjoy from now on one of these wonderful new Atwater Kent Screen-Grid Radio Sets?

I will endeavor to call upon you soon to give any additional information you may desire.

The letters already quoted are contained in a booklet entitled: "Sales Letters for Atwater Kent Radio Dealers." As has been mentioned, the letters in the booklet are divided into four groups. The letters in the first group are to go to selected names in the dealer's trading area. The letters in the second group—those quoted in this article—go to customers and to names furnished by customers. The third group consists of four letters to names turned in by canvassers. Group four consists of three letters to people who come into the store from curiosity, window display or advertising.

Not only does the company furnish dealers with form letters, but it offers to write letters for special occasions on request. For example, a number of dealers have requested letters to follow up certain events and these have been specially prepared. Says the company: "We have a sales letter specialist at the home office who is always available to give assistance and advice to Atwater Kent Radio dealers who desire to use personal sales letters to increase radio sales."

Death of L. H. Cary

Luther H. Cary, advertising and publicity manager of The Chautauqua Institute, Chautauqua, N. Y., for the last ten years, died recently at that city at the age of sixty-three. He was at one time business manager of The Pilgrim Press, Boston.

Salesman or Publishers' Representative *open for connection*

Here is a man Who Knows newspapers inside and outside. He can sell newspaper service or advertising better and get better results than most representatives.

HERE IS WHY—He has sold all phases of advertising—classified, local and national and has a powerful record of getting results.

In addition he has sold syndicated advertising, news and feature services to newspapers all over the United States; and has a record of success where others failed in this line also. He knows newspaper executives and has signed big contracts with them. If you have anything to sell to or for the newspaper, he can sell it.

Here you get a **DUAL PURPOSE** salesman. A man able to get results selling space and service to the agencies, as well as selling your service to newspapers. This man knows newspapers, territories they serve, their trading radius, general conditions and all that go to make up the success or failure of the publication.

This man has unusual sales ability. He has plenty of push, guts and loves to tread where others dare not go. He desires to change present connections to eliminate traveling. Present earnings in excess of \$8,000 net annually.

Let him tell his own story. He has always gotten unusual results and he can do the same for you.

Young enough for keen driving salesmanship; old enough for mature judgment.

Address "L," Box 229, Printers' Ink.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. McKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager, San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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NEW YORK, NOVEMBER 27, 1930

Why Price Wars Are More Bitter

There can be little question that the battle of price now being waged among manufacturers, chains, wholesalers and retailers is more bitter than it has ever been before. Superficially it would seem that the chief reason for this increased bitterness lies in the fact that we are in an era of falling prices with the attendant buyers' market. Actually the causes go much deeper and are rooted in an evolution in retail practice that has been noted frequently in PRINTERS' INK.

A few years ago the price war among retailers was confined largely to the chains. When the average independent attempted to meet chain prices he found himself out on a limb with a fall to the ground imminent.

Then he, and those manufacturers and wholesalers who were vi-

tally interested in his welfare, discovered that price after all wasn't the chief reason why he could not compete with the chain. They began to study such matters as store arrangement, turnover, location, etc., matters which had been occupying the attention of the best chain men for years.

Today the independent retailer is an efficient business man. He understands the mysteries of the loss-leader, of inventories, of cost accounting. More than that, he has discovered that he isn't in such a bad position, once his house is cleaned, to meet the chains on their own ground.

Today the independent doesn't enjoy cut prices any more than he ever did—but he can cut prices, and cut them deeply on certain items, without expecting to hear the sheriff knocking on the door. Therefore he cuts and thus forces the chain to cut again. It is not wise policy but it is no longer so ruinous for the independent as it once was.

Leading chain men, in their conversations and practices, show that they realize that price no longer is the advantage it once was. They are increasing their inventories of quality merchandise, some of them are giving delivery service, a few are opening limited charge accounts.

In the meantime the price wars go merrily on and the manufacturer, on the side line, plays the part of the much injured innocent bystander. His great hope is that in the near future all retailers, chains and independents, will forget the hypocrisy of "service to the consumer through low prices" and will work toward a stabilization of price with a fair profit to all concerned.

Conventions Go Specific

Business is overhauling its convention apparatus. This has been a long-needed task. Over-emphasis on entertainment features and too generous awarding of rostrum privileges, if allowed to go unchecked, would eventually kill the genuine incentive which brings

serious-minded men of business to trade gatherings.

It is harder for delegates to get their companies to pay their convention expenses. This is a good thing for conventions. It makes it imperative to produce what is promised in the way of a better understanding of the problems of business.

Two features which recommend themselves for consideration were employed at the annual conventions of the Association of National Advertisers and the Associated Business Papers. One feature concerns pre-planning or rehearsal. In the use of the pre-planning idea, definite questions were assigned to the speakers, questions which summed up the information that delegates wanted to know. In the use of the rehearsal idea, all the speakers at one session were assembled so that they could map out their messages in a sequence which would and did give the audience a panorama of business conditions.

Both conventions had speakers who summarized the sessions. These speakers not only welded the component parts of the sessions into a whole, but they contributed another asset to conventions. They interpreted the convention in spirit as well as fact, putting an inspirational touch to the ringing down of the final curtain.

Looking Ahead

When F. B. Nichols, managing editor of the Capper Farm Press, addressed the members of the National Fertilizer Association at Atlanta recently, he surprised some of his hearers with a rather startling suggestion. It was to the effect that we should now begin to look ahead to the next boom, and avoid the evils which always precede a depression.

"When we flatten the business curve," he said, "we will do it by operating on the upward trend as well as on the bottom of the curve. It might be well now, just as an exercise in economics, to consider what will happen toward the top of the cycle on which we have

embarked. If the business cycle is controlled it will be necessary to operate somewhat along the line of the current thought of the people."

The speaker, always a clear thinker on economics, does a service in thus dramatically pointing out that the United States has pulled out of its seven major depressions in the last forty years, that the direction of the present movement can be judged best from a look at our past history and that by all signs we have already started up from the trough of this one.

"Historical economics," he says, "not available to the early leaders, have been of extraordinary value in enabling trail blazers to shake off the influence of current business thought, which, as it approaches the peak and the trough of the business cycle, is always exactly wrong, by just 100 per cent. There was a perfect demonstration of that axiom in 1929 in a period of prosperity. The illustration is just as good today."

Another good thought in this interesting talk for the gloomy prognosticators to think over, is the speaker's reminder of an old rule in economics which says:

"If the right number of people are engaged in the different lines of work and the channels of distribution are kept open, there can be no such thing as overproduction; the only possible result of such a system is to raise the standards of living for us all."

The present trend of manufacturing and distribution is leading inevitably to a better balance between production and sales, to a closer attention to the national waste of unemployment and its logical eventual increase in effective demand, to a revision and re-examination of the channels of distribution.

Every historic and logical fact is now pointing a way ahead, which corresponds in every particular to the development the past has always shown.

In spite of the deflationists the world is emerging from this depression by the same steps it followed before, and Mr. Nichols is

on sound ground when he predicts even higher standards of living and tells us to begin to get ready to avoid the evils of the next peak in the cycle.

Greetings to Prof. Young A news item in PRINTERS' INK a couple of weeks ago announced something unusually significant to the future of advertising. This was the appointment of James W. Young, former vice-president of the J. Walter Thompson Co., Inc., to be Professor of Advertising in the School of Commerce and Administration of the University of Chicago.

The erudite Mr. Young, having attained a fair degree of financial independence at his chosen work, has long had an ambition to return to the life academic. That sort of existence, other things being equal, strikes him as being just about ideal from the standpoint of sheer personal contentment. And then there was the natural satisfaction he felt in being able to pay back to advertising at least a part of the debt he owed it—pay it by helping train other advertising men for the serious work of tomorrow.

It is something to talk about, when men of Mr. Young's class are able to enter university work under such happy auspices. We congratulate the University of Chicago and its new Professor of Advertising.

Meanwhile why isn't there a suggestion here for other advertising agents—as well as sales and advertising executives in general? Having laid by as much money as they need, how better could they round out their careers than by putting in a few years of work in the classroom? Professor Young's idea is altogether worthy of emulation.

Windowless Stores A New England manufacturer is building a factory without windows. His plans are of keen interest to production experts.

A Washington, D. C., retailer has opened a windowless store. That should be of keen interest to merchandising experts.

The retailer operates as the Parker-Bridget Store. The store retails men's and boys' clothing and furnishings. It is understood to be the first store in this country, of any size, that was intentionally constructed without windows of any kind. The only opening to the street is the door. All the light and air in the store is artificially supplied.

The store has been in operation for just a little over two months. Its owners profess to be thoroughly pleased with the way it has functioned. They report that the store's personnel seems to have benefited, physically and mentally, from the pure, washed air, constantly maintained at a uniform temperature, and from the perfectly diffused artificial light. They report also that customers seem quite pleased with the arrangement. Incidentally, one of the interesting features of the plan is the effectiveness with which it reduces merchandise losses by eliminating soiled merchandise—not an insignificant feature in these days of soot-laden air.

Of course, from the strictly merchandising point of view, the lack of window display commands initial attention. What must the windowless store do to make up for the loss of this powerful selling tool? And how will these new plans affect the dealer help plans of manufacturers? Also, inasmuch as windowless stores will undoubtedly bring in their train completely new ideas of interior arrangement, it would be proper to speculate concerning the changes these new interior plans will dictate in manufacturers' point-of-sale work.

Modern science—in this case the development of artificial illumination and artificial air supply—seems destined to work some amazing alterations in the field of advertising and selling.

Appoints Charles C. Green Agency

Kahnspectato, Inc., Pocatello, Idaho, has appointed the Charles C. Green Advertising Agency, Inc., New York, to direct an advertising campaign which has started in New York newspapers. Radio broadcasting will also be used.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

40 EAST 34TH STREET

NEW YORK

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SERVICE
OF EXCEPTIONAL
THOROUGHNESS TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Western Electric Co.

Snider Packing Corporation

Loose-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap
and Glycerine Producers

Rome Brass Radiator Corporation

Group IV, New York State
Savings Banks Association

Bell Telephone Securities Co.

American Austin Car Co.

"NOT HOW MUCH, BUT HOW WELL"

Death of Hiram W. Ricker

Hiram W. Ricker, vice-president of the Poland Spring Company, bottler of Poland Spring Water, died at Poland Spring, Me., recently. He was prominent in the hotel field and in the development of Maine as a recreational center, having been one of the founders of the New England Council and the Maine Publicity Bureau.

He was a member of the Ricker family, identified since the eighteenth century with hostleries in New England, and distributors of Poland Spring Water which was discovered by accident in 1854 on the Ricker properties. This water, from a spring used to water cattle, was found to have medicinal properties. The first sale of the Poland Spring Water was made in the fall of 1859. Mr. Ricker was seventy-three years old at the time of his death.

Appoints Klau-Van Pietersom-Dunlap-Younggreen, Inc.

The Handy Table Set Company, Milwaukee, is planning to market a newly designed table and chair combination which folds into a carrying case. Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency, has been appointed to handle the campaign in which magazines and outdoor publications will be used.

The Freeman Shoe Corporation, Beloit, Wis., will use national advertising for the first time in a campaign which will start early in 1931. Magazines, business papers and radio will be used in the campaign which will also be directed by Klau-Van Pietersom-Dunlap-Younggreen, Inc.

Louis Weinberg, Jr., with Earle Ludgin Agency

Louis Weinberg, Jr., recently with the Edward William Rose Company, Chicago advertising agency, and before that with Lord & Thomas and Logan, has joined Earle Ludgin, Inc., advertising agency also of that city.

Frink Corporation Appoints Blaker

The Frink Corporation, Long Island City, N. Y., has appointed the Blaker Advertising Agency, Inc., New York, to direct its advertising account. This appointment becomes effective January 1.

L. M. Barton to Address Six-Point League

L. M. Barton, managing director of the 100,000 Group of American Cities, will address the meeting of the Six-Point League to be held December 11 at the Advertising Club of New York.

H. T. Breeding with Aitkin-Kynett

Harry T. Breeding has joined the advertising staff of The Aitkin-Kynett Company, Philadelphia advertising agency.

New Accounts for Fairfax Agency

The H. W. Fairfax Advertising Agency, Inc., New York, has been appointed to direct the advertising of the Palm Beach Sun Lamp, manufactured by the lamp division of the Keene Chemical Company, of that city. The Fairfax agency has also been appointed to direct the advertising account of the Central Park Casino, New York. Magazines and newspapers will be used on both accounts.

Steel Company Appoints R. F. Walker Agency

The Continental Steel Corporation, Kokomo, Ind., manufacturer of cold rolled steel products, including farm fence, lawn fence and chain link fence, has placed its advertising account with the R. F. Walker Advertising Agency, Inc., Chicago. Magazines, farm papers, business publications and direct mail will be used.

Norman Cole Joins Harvey-Massengale

Norman Cole, formerly an account executive with The Calvin Stanford Advertising Agency, Atlanta, has joined the Harvey-Massengale Company, Inc., advertising agency of that city, as an account executive and merchandising counselor.

R. E. Fowler Joins Tyson Agency

R. E. Fowler, formerly with the General Motors Export Company, has joined the staff of O. S. Tyson and Company, Inc., New York advertising agency. He was also formerly with William H. Frey and the Street Railways Advertising Company.

"Broadway" Starts Publication

Broadway is the name of a new weekly magazine which has started publication at New York. It is being published by the Broadway Magazine, Inc., with offices at 1560 Broadway. B. F. Jay is managing editor and Murray Rock is business manager.

Appoints Frank Presbrey

The Nieblo Manufacturing Company, Inc., New York, manufacturer of the Reddy Tee for golfers, has appointed the Frank Presbrey Company, advertising agency of that city, to direct its advertising account. Magazines in the golf field will be used.

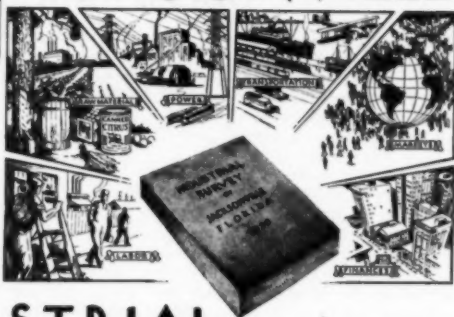
Wm. H. Rankin, Jr., Transferred to Chicago

William H. Rankin, Jr., who has been with the Wm. H. Rankin Company, Inc., at New York, is now with the Chicago office of that agency.



HERE'S
A BOOK
FULL OF

INDUSTRIAL
OPPORTUNITIES



Only a limited number of copies of Jacksonville's 1930 Industrial Survey are available to business executives...

NOT unsupported claims of industrial supremacy, but sober facts to prove it! Not a native son's selling manual but an impartial, unemotional manufacturing and marketing analysis of the Southeast's key city... Jacksonville's new Industrial Survey gives you definite, comprehensive information you can sink your teeth into. ¶ This inventory of Jacksonville's industrial and commercial possibilities is now available to executives who do business in the Southeast or to those who are alive to its importance in today's economic trends. ¶ Whether your interest concerns factory sites, branch plants, district offices, regional or exporting headquarters, this 250-page book contains so much significant data that you should have it as a guide in planning any activity in the Southeast. ¶ The nationally known economist who compiled this survey set forth the facts as they are, without local prejudice. It will show you the way to new markets and new production and distribution economies. It may help you to avoid serious business mistakes. ¶ A request on your business stationery will bring it. Simply write the Industrial Bureau of the Jacksonville Chamber of Commerce or the office of the Mayor.

THERE ARE
ONLY 4 NATURAL
CORNERS



JACKSONVILLE
GATEWAY TO ALL FLORIDA

This advertisement is authorized and paid for by the City Council of the City of Jacksonville. Inquiries should be addressed to the office of the Mayor or to the Chamber of Commerce.

The Little Schoolmaster's Classroom

A ST. LOUIS member of the Class sends to the Schoolmaster a speech made before the Sales Managers Bureau of that city by Kirke H. Taylor, formerly president of the National Association of Purchasing Agents.

Mr. Taylor makes some pointed criticism of the more or less prevalent custom of inviting the prospect out to lunch. He says the custom is not good for the reason that the prospect may "deem such invitations as in some degree involving an obligation or an effort unduly to influence him."

A day or so after reading the speech, the Schoolmaster was invited by telephone, to go to lunch with his insurance agent. Inasmuch as he knows the agent well and respects him highly he might have accepted were it not for Mr. Taylor's remarks. But the speech got him to thinking along these lines:

"I have no social connections with this man. He is only an acquaintance whom I see at long intervals. He is not calling me up because he enjoys my company; he apparently has something to sell me. If it is a business proposition I think I would rather give him ten minutes here in the office."

Accordingly the invitation was refused, and the Schoolmaster felt almost an unctuous sense of self-satisfaction as the result.

* * *

"One of the sure signs that we are entering the last stages of the depression," an executive recently told the Schoolmaster, "is the increasing number of salesmen's complaints. They are irritating, but they are understandable."

"When business is good the salesmen sell the merchandise that they have to sell. The ordinary run of sales objections don't bother them. They know if they lose Smith they'll sell Jones. Then business begins to slip. They lose Smith because of one of the regular excuses for not buying and then to their discomfiture they find

that Jones also has an excuse. What is worse, Brown, who has been a steady customer, suddenly becomes extremely critical of the product and gives objections instead of orders.

"What the salesmen don't seem to realize is that most objections in hard times are really excuses. Not realizing this they begin to lose their faith in the product with the result that they pass on the excuses as valid objections. They don't talk much about the hundreds of satisfied customers who like the product as it is. They emphasize only the few customers who are creating all sorts of excuses for not buying.

"I don't blame the salesmen. They are merely demonstrating that they are human. In doing so, they put a tough problem before their bosses.

* * *

"In our company recently we had to handle the situation drastically. We told our salesmen point-blank that we are making a good product and that we know it is a good product. We told them to forget the objections and sell that product. We told them that by listening to excuses and not fighting back they are harming themselves and harming the house. It is hard medicine for the salesmen to take but it's necessary medicine right now. If we should give too sympathetic an ear to what they are saying we should have to adopt a vacillating production policy which would be ruinous."

He stopped a moment and then added, reflectively: "The best evidence that we have that the so-called objections are really excuses is that they change every week, sometimes every day. This week we ought to paint the product green. Next week we are told that red is the only color. And all the time we are told that our competitors are doing just the thing our customers want. It's a great life, but as I said, it has its compensations. We know that good

Bring New Prestige to

.. Your Product

.. Your Local Dealer

YOUR trade-name, your product, your service, your dealers' standing can be given new meaning to the buyer.

Flexlume neon displays are more brilliantly colorful, more dependable in operation. The reasons: Electrodes, revolutionary in design and form, function faultlessly . . . tubes more carefully

processed . . . Flexlume's known care in all details of design, construction and finish.

Substantial discounts on a quantity of duplicate electric displays for manufacturers to resell, rent or give to their dealers. Let us send the complete details. **FLEXLUME CORPORATION**, 1074 Military Road, Buffalo, N. Y. Factories also in Toronto, Can., Atlanta, Ga., Kansas City, Mo., and Houston, Tex.

RENT

A
N
E
W
C
A
R

SAUNDERS
Drive It Yourself
SYSTEM

ELECTRICAL

FLEXLUME
CORPORATION

NEON TUBE
RAISED GLASS
LETTER EXPOSED
LAMP or COMBINATIONS

ADVERTISING

SALES AND
SERVICE OFFICES
IN CHIEF CITIES OF
U. S. AND CANADA

PLAN and CONTACT MAN

on outstanding national accounts billing more than ten million dollars in past four years wants to plan, contact and sell for agency that displays, in common with him, exceptionally good sales-sense in merchandising and advertising.

His 15 years of experience with

agencies and manufacturers embraced work on the following kinds of business:

Electrical Devices
Food Products
Furniture
Hosiery and Underwear
Mechanical Refrigerators
Retail Associations
Syndicate Services

Age 35, married, American.
He very likely is known by someone whom you know.
Can make investment.
Address Box 20, Printers' Ink.

Account Man Wanted

AVERY real opportunity for some free-lance exists in a versatile, recognized New York Agency where even small accounts receive personal service. He should be congenial as well as competent. He should control desirable billing and be able to sell Agency service.

To such a man we offer a substantial present and a future as bright as he wishes to make it. No investment required. Confidences will be observed.

"C," Box 236, Printers' Ink

P.S. All our people have read this advertisement.

business is just over the horizon."

The scene is the reception room of the Lumbermens Mutual Insurance Company at Mansfield, Ohio. A salesman enters warily.

"Mr. Blank, please," he says, assuming the pugnaciousness of one accustomed to battering down the frigid disapproval of reception-room clerks.

But the girl at the desk requests his card with an amiable smile.

"Just a moment, Mr. So-and-So," she says, "I'll see if Mr. Blank can't see you at once." And as she busies herself with the telephone, she hands the visitor a square white envelope that might well hold a wedding invitation.

The salesman, his natural combativeness already somewhat mollified, opens the envelope with curiosity, and reads:

Welcome to
Lumbermen's Heights

We are pleased that you have called to see us.

Naturally, we cannot transact business with everyone who calls, but we can and do extend a cordial welcome regardless of whether you come to buy from us or sell to us.

The gentleman you have asked to see will receive you without a moment's unnecessary delay.

If you are a stranger in Mansfield, and we can be of any help, it will be our pleasure.

Cordially,
The Lumbermens Mutual
Insurance Company

The above greeting, the Schoolmaster must explain, is a part of the Lumbermens Mutual Insurance Company's policy of treating every caller as a prospect, which to the Schoolmaster seems a logical assumption for any business to make. It is the Schoolmaster's opinion that the personality of a business is reflected in its reception room and that it is here that good-will may be created or destroyed in important proportions. It is in the reception room that visitors receive their first impressions and it is here that often, during more or less lengthy periods of waiting, those impressions have time to

Your Pacific Coast Sales Problem

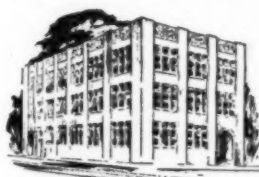
To an established manufacturer who wants to increase his Pacific Coast Sales at a controlled cost:—

We can do a real sales job for one more major factory.

For a great many years we have served four nationally known firms—the manufacturers of Amity Leather Products, Gem Safety Razors and Blades, Ingersoll Watches and Waterbury Clocks, and during 1930 conducted a successful campaign, introducing Loma Plant Food on the Pacific Coast.

We contact wholesale, retail and chain outlets in drug, hardware, jewelry, stationery, leather goods, sporting goods, department, general and seed stores in the 10 Western States and Hawaii.

This successful selling service includes *trained sales direction and personnel—receiving, warehousing, shipping—dealer merchandising and display*. All credits assumed—Sales discounted monthly.



EBERHARD BUILDING
SAN FRANCISCO

Steel and concrete, 20,000 sq. ft. floor-space. Owned and exclusively occupied by this company.

Your campaigns would be guided by the localized knowledge and records accumulated during 39 years' experience in this rapidly-growing regional market.

Realizing that a permanent connection requires careful investigation, we invite inquiries from interested executives, and shall be glad to correspond regarding details.

THE GEO. H. EBERHARD COMPANY

[INCORPORATED 1891]

Selling Agents

290 First Street • San Francisco

Division

LOS ANGELES SEATTLE SPOKANE PORTLAND

Headquarters:

BUTTE EL PASO SALT LAKE CITY



ninth annual of advertising art

370 illustrations, 50 in color, featuring the Ninth Exhibition of the Art Directors Club. Published by the Book Service Co., 15 E. 40 New York. If book returned in good condition within one week, money refunded.

Price \$7.50

NUMBERED SUBSCRIPTION RECEIPTS

Book and Pad Form

Single

Duplicate

TriPLICATE

Quadruplicate

**Adams Bros. Mfg. Co.
Topeka, Kan.**

Operating rotary presses only—mass production methods—high quality—LOW prices on 25,000 lots up.

solidify into definite opinions. And the opinions of daily callers at any office, if piled end on end, will form a mountain of favorable or adverse prejudices that will loom prominently on the horizon of that company's business.

* * *

From Chicago the Schoolmaster receives a modest printed slip that the Hyde Park Laundry Co. sends out to a customer occasionally, with one of the nets that are used to hold clothes while being washed. The circular reads thus:

This net has been used by us many times to protect your clothes from wear while being washed.

Because its strength has been weakened by continual wear, we cannot use it, for we never take the slightest chance with our patron's linens.

But it still has value and rather than throw it away we are sending it to you without cost, asking that you give it a job.

It will make a good floor mop, soaked in any kind of polishing oil it makes a dandy dust mop, or hang it up in the garage and it will come in handy to wash the mud off under the fenders of your car.

This is but a trifle, but it will express to you, more clearly than words how the HYDE PARK LAUNDRY always has the welfare of their patrons uppermost in their mind and how they strive to give you just a little more, in quality and service, for your dollar.

There's an idea here perhaps for men engaged in other businesses. Is there, perhaps, something that is used in your manufacturing processes that would be useful to customers after it has served its purpose for you? There's no estimating the good-will that may be thus engendered.

Black Bear Shirts Take Over New Lines

The Black Manufacturing Company, Seattle, manufacturer of Black Bear brands of shirts, overalls, mackinaws and overcoats, has purchased the manufacturing department of the Spokane Dry Goods Company, making similar lines under the brand names of Zero and Rip Proof.

J. P. Burlingame with A & P

J. Paul Burlingame, formerly with King and Wiley and Company, Inc., Cleveland advertising agency, is now regional director of the Great Atlantic & Pacific Tea Company at Grand Rapids, Mich.

Who Is this Man Hennessey?

THE publication representative had told the space buyer how his medium worked out on the test campaign for a new dentifrice.

Coupons had been examined, merchandising centers discussed, shaded maps gone over and analyzed.

Population and incomes by counties had all been checked against A. B. C. statements.

The account executive had also been seen at lunch. Everything was all set.

The publication was on the list.

But it *wasn't* there when the schedules started. The order for space never arrived!

The publisher and his salesman checked back carefully, for it was an important account.

It turned out that everybody in the meeting when the list was okayed had been for it as it stood, *except Mr. Hennessey.*

He had a fixed idea that the medium was slipping and fought for its removal.

He wasn't even on the publisher's list of "men to be seen" in the agency. He was one of the partners, supposed to be interested mainly in production and copy.

But his word counted at the most important time.

Whenever there is more than one man to be sold in an advertiser's plant or an agency (and when isn't there?) advertising in PRINTERS' INK to reach *all* the men who have a voice in choosing the medium is only *fair to the sales force.*

PRINTERS' INK PUBLICATIONS

Wanted

ESTABLISHED

Representatives

New York and Chicago

For finest weekly athletic programs published in U.S., issued by Hollywood Legion Stadium (Boxing) and Olympic Auditorium (Boxing-Wrestling). Reach best "spenders" in city, business, professional men and almost 100% of highest paid motion picture people in Hollywood—a real class audience. Only aggressive men with highest qualifications will be considered.

General Publishing Co.

Union Bank Building
Los Angeles, Calif.

ADVERTISING MANAGERS' ROUND TABLE

Advertising Managers who may be interested in joining a small round-table group about to be formed in New York are invited to write "J," Box 239, Printers' Ink.

What are we bid?

Young Philadelphia advertising business seeks commissions, no matter how small, within 50-mile radius. Address "M," Box 92, Printers' Ink.

MEDICAL COPY AND MEDICAL ART

"H," Box 91, Printers' Ink

E. T. Satchell Heads Motor & Equipment Association

E. T. Satchell, of the Motor Accessories Company, Allentown, Pa., has been elected president of the Motor & Equipment Association. C. H. L. Flintermann, of the Wilcox-Rich Corporation, Detroit, has been made vice-president of Division A; C. C. Secrist, of the Victor Gasket & Manufacturing Company, Chicago, vice-president of Division B, and C. F. Wright, of Ballou & Wright, Portland, Oreg., vice-president of Division C. C. H. Burr, of S. K. F. Industries, New York, has been made treasurer.

Form Taylor Instrument Companies of Canada

A new company, the Taylor Instrument Companies of Canada, Ltd., has been formed to take over the Canadian plant and business of the Taylor Instrument Companies, Rochester, N. Y. Advertising of the Canadian company is being handled by Norris-Patterson, Ltd., Toronto advertising agency.

Advertising for the Taylor Instrument Companies, Rochester, is being placed, as before, through H. C. Goodwin, Inc., Rochester advertising agency.

O. F. Byxbee with International Trade Press

O. F. Byxbee, formerly with the *American Builder* and the *Inland Printer*, both of Chicago, has joined the International Trade Press, Inc., of that city, publisher of the *American Fruit Grower* and *Highway Engineer & Contractor*, as circulation manager.

Organizes Display Windows, Inc.

Fred J. Portmann, display director of Turrell's Shoe Store, Seattle, has organized a business under the name of Display Windows, Inc., with headquarters at Seattle. Associated with him are Earl L. Morris and W. G. Fulton, of Seattle.

Business Writers Organize New Service

Associated Writers is the name of a new business service that has been started at New York, with offices at 51 Madison Avenue. It will provide the services of a staff of writers for copy writing, booklets, editing and similar work.

Appoints Hurja, Chase & Hooker

The Paper Converting Machinery Company, Green Bay, Wis., manufacturer of towel, tissue and napkin folding, and embossing and printing machinery has appointed Hurja, Chase & Hooker, Inc., to direct its advertising to the paper industry.

Commends Chain Store Survey

BAKERS WEEKLY
NEW YORK, Nov. 14, 1930.

Editor of PRINTERS' INK:
Congratulations on the excellent study
of chain stores by M. M. Zimmerman
running in your current issues.

Such presentations of carefully as-
sembled facts and calm, searching
analysis are a real assistance in apprais-
ing present-day merchandising condi-
tions.

ARTHUR T. JOYCE.

Rug Account to Wesley Associates

The Gulbenkian Seamless Rug Com-
pany, New Brunswick, N. J., has ap-
pointed The Wesley Associates, New
York advertising agency, to direct its
advertising account.

C. P. Libby Joins Dorr, Corbett & Dutch

C. Parker Libby, formerly with the
United Business Publishers, Inc., New
York, has joined the staff of Dorr,
Corbett & Dutch, publishers' representatives,
Boston.

Joins Letters, Inc.

Merritt J. Chapman has resigned from
the Metropolitan Trust Company, Detroit,
to become a partner in the business of
Letters, Inc., direct-mail producer, of
that city.

To Represent Izzard Agency

Mathews, Ryder & Ingram, Ltd., Oak-
land, Calif., advertising agency, has been
appointed to represent The Izzard Com-
pany, Seattle advertising agency, in the
California territory.

Can You Keep This Sales Organization Busy?

Reliable manufacturer with
strong sales organization sell-
ing direct to home owners in
Chicago desires sales rights to
a product in this field, which
has its seasonal peak during
first six months of year. The
most desirable unit sale price
is between \$100 and \$150.
Address replies to Thomas J.
Harris, Potts-Turnbull Co. 75
E. Wacker Drive, Chicago, Ill.

Sales Manager Wanted

Large manufacturing company in
Middle West with national sales
force is interested in employing
aggressive, experienced sales man-
ager. Only a man who has suc-
cessfully directed a force of at
least a hundred salesmen will be
considered. Please state experi-
ence fully including past and
present accomplishments and in-
come. Inquiries will be held in
strict confidence.

Address "D," Box 237
Printers' Ink

SALES MANAGER *for* BEVERAGE MANUFACTURER

A man with a record of real accomplishment—one who has helped to
create consumer demand for a line of products, and who knows the
practical side of food distribution and sales. This manufacturer has
been established for over 50 years and every condition is favorable for
an exceptional future for a man with ability and a real desire to
work. Your letter should give a comprehensive outline of your personal
history and full details of your business accomplishments. All letters
will be held in strict confidence. Address "G," Box 80, Printers' Ink.

TORONTO
HAMILTON
HALIFAX
MONTREAL
LONDON, Eng.

"GIBBONS KNOWS CANADA"

J. J. GIBBONS Limited

CANADIAN ADVERTISING AGENTS

WINNIPEG
REGINA
CALGARY
EDMONTON
VICTORIA
VANCOUVER

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

WILL FINANCE ADVERTISING AGENCY or form new agency with man who can produce business. Box 940, Printers' Ink.

FOR SALE OUTRIGHT

Over 300,000 mail-order buyers' names on Addressograph Stencils; particulars Hinman, 67 Irving Pl.; ALGonquin 6174.

An Account Executive who can produce business can make a desirable connection with an established recognized agency. Box 941, P. I.

SERIOUSLY INTERESTED IN PURCHASE IMMEDIATELY ONE OR MORE TRADE OR CLASS MAGAZINES. REPLY IN FULL CONFIDENCE. **BROKER'S COMMISSION PROTECTED WHERE PRINCIPAL COMMUNICATES DIRECT.** BOX 939, PRINTERS' INK.

SALES MANAGERS

Can Become Distributors

Manufacturer of national reputation with large resources has an unusual opportunity for business men capable of organizing and managing efficient sales force.

Exclusive agency in various counties and States now open on patented office specialty, revolutionary in scope, and greatly needed by industrial plants, public institutions, wholesale shippers and every office.

All sales financed by us until mutually satisfied of ultimate success. Then, small investment for stock of fast moving merchandise will be necessary. Large, permanent income assured on repeat business.

Only men accustomed to earning annually \$2,500 to \$4,000 and better, and who can meet above qualifications need apply. No attention to application unless qualifications, references, territory desired, etc., are furnished in confidence. Advise when you are ready to start. P. O. Box 72, Varick St. Sta., N. Y. C.

EMPLOYMENT SERVICES

● How To Better Yourself ●

Confidentially consult **Walter A. Lowen**, formerly with "C & H" and other 4A's. Attractive opportunities listed daily for experienced agency personnel. Register Free, 9-2 P.M. Vocational Bureau, Inc., 105 W. 40th St., N. Y. C. FENna. 5399.

Art Directors, Visualizers, Illustrators, Layout Men, Letterers and Industrial Designers. All branches of the Graphic Arts. Free lance and staff basis.

ART ALLIANCE OF AMERICA

PLACEMENT SERVICE
65 E. 56th St. Plaza 6571-9756

General Managers, Sales Managers, Advertising Managers, Comptrollers, Treasurers, other important men have for twelve (12) years engaged us to negotiate new connections. **INDIVIDUAL. CONFIDENTIAL.** Not an employment agency. Jacob Penn, Inc., 535 Fifth Ave. at 44th St. Established 1919.

Muncy Placement Service

Specializing in Advertising Personnel

Executives, craftsmen, juniors, secretaries, clerical. All interviews by Elizabeth Muncy, for 10 years in charge of employment bureau of AAAA.
280 Madison Ave., New York City
Caledonia 2611

HELP WANTED

Unusual Opportunity for advertising salesman acquainted with largest agencies to sell electric clocks for advertising purposes. Liberal commission arrangement. All replies confidential. Box 938, P. I.

WANTED BY LARGE

LITHOGRAPHIC HOUSE
SALESMAN FOR OHIO AND MICHIGAN TERRITORY. SALARY AND COMMISSION. SPLENDID FUTURE FOR RIGHT MAN. Box 935, P. I.

TYPOGRAPHIC SALESMEN

We are willing to make suitable terms to the man who is doing \$40,000 business a year. Write fully. Our salesmen know of this advertisement. Box 950, P. I.

ADVERTISING

A progressive, well-financed organization can offer a real opportunity in developing and servicing industrial accounts to a man with these qualifications: he must have a decided knack for layout; a sound, practical knowledge of type specification, the ability to write clearly, and to the point, with conviction. His age will probably be around 25-35 years. Working conditions congenial. Please indicate in detail experience, background, salary, age, etc. Box 942, Printers' Ink.

WANTED—by a printing plant in New York City doing very high-grade Booklet, Catalog and Color Work—a Salesman-Contact-Service Man with some customers of his own. Give full details in your answer. Box 954, Printers' Ink.

SALESMEN, JUNIORS

with poise and character. Opportunity to become associated with National Organization; rapidly becoming leader in its field.

Call on management industrial plants and offices with patented labor-saver; permanent and positive repeat proposition. Opportunity to advance to Field Manager.

Liberal commissions paid weekly, also bonus.

We solicit replies only from highest type hard-working young men who are looking to get somewhere in the business world.

State in confidence references, territory desired, when ready to start.

Markwell Corp., 200 Hudson St., N. Y.

MISCELLANEOUS

FOR RENT

99-101 BEEKMAN STREET
SPACE FOR SMALL PRINTERS
\$25 Up Per Month

Apply

ROSENBERG-MURRAY CO., INC.

256 FIFTH AVENUE

CALEDONIA 3370

Or Superintendent on Premises

POSITIONS WANTED

ARTIST—PHOTO-RETOUCHER AND LETTERER. Photo-engraving and agencies experience. Desires position on freelance basis or salary in New York City. Box 948, Printers' Ink.

Sales Manager desires connection where ability to train and develop commission salesmen will be mutually profitable. Age 30. Married. College graduate. Excellent references. Box 937, P. I., Chicago.

ARTIST

Children in color, line, black and white. Able to create human-interest subjects for covers, book illustrations, etc. Salary or free-lance basis. Box 943, P. I.

ADVERTISING SPACE SALESMAN Eleven years' clean, successful selling experience on trade and newspapers. Hard, aggressive worker. Age 37. Box 945, Printers' Ink.

Direct Mail & Magazine Circulation Specialist

Eight years' successful experience. Full or Part Time. Box 953, P. I.

Pacific Coast Advertising Man—now operating own retail business, wishes connection with coast manufacturer or agency. 12 years' experience advertising and merchandising national specialties and furniture. Plans, copy, mech. production. Age 33, married. Can be available in 30 days. Box 936, Printers' Ink.

YOUNG LADY—8 years' advertising, manufacturer, agency, experience; secretarial-stenographer, production, research work—seeks position with advertising man. New York only. Box 951, P. I.

YOUNG MAN CAPABLE OF TAKING OVER ADVERTISING AND MERCHANDISING of medium-size department store—twelve years' experience—best reference. Box 949, Printers' Ink.

EDITOR—Trade, general or fiction magazine, capable of directing advertising and circulation departments; thorough knowledge of make-up, engraving, purchasing, paper and printing. Box 952, P. I.

ARTIST

Visualizer, litho sketch, layout, illustration; A-1 figure and color; 10 years' experience. Understands reproduction. Salary \$100. Box 947, Printers' Ink.

ASSISTANT MANAGER New York Branch of large lithograph house seeks new connection. Sixteen years' experience in sales, art director, idea creator on large national accounts. Box 944, P. I.

SAVE MONEY

Employ this successful advertising man, part time, weekly, or per piece basis. Complete newspaper, direct-mail, trade-paper service. Opportunity. Box 946, P. I.



To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly binder holding seven to nine copies \$1.25, postpaid. Monthly binder holding six copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

Printers' Ink Publications
185 Madison Ave. New York

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The Whole World Smokes Tampa-Made Cigars

Tampa cigar factories manufactured 52,478,882 cigars in October, making that month one of the best in the history of the industry.

Tampa made 24,907 cigars to sell at 10c to 15c each and 9,767,142 to sell at three for 50c. The balance were made to sell at 5c and 20c each.

Tampa's huge output of cigars creates a big monthly payroll, which is another stable source of income distributed among Tampa Tribune readers.



1930 Federal Census

Tampa and Suburbs	119,000
Jobbing Trade Area	750,000

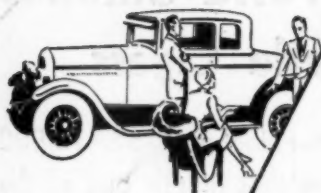


TAMPA, FLORIDA

The Beckwith Special Agency, National Representatives:
New York, Philadelphia, Detroit, St. Louis,
Kansas City, Atlanta and San Francisco.

The Sawyer-Ferguson Company
Chicago Representatives





ON ONE day of the
week—Sunday—the Chi-
cago Tribune carries more
automobile advertising
than any other Chicago
paper carries in a full
week's issues, whether
published six days or
seven.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total Average Circulation
October, 1930: In Excess of
820,000 Daily; 1,085,000 Sunday